

The American Perfumer

and Essential Oil Review

PERFUMER
PUBLISHING
COMPANY

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SEPTEMBER
NINETEEN
TWENTY-SIX



American Can Company
NEW YORK



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Ungerer & Co.
New York

Hugues Aine
Grasse

The American Perfumer

and Essential Oil Review

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No. 7

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"STAFFALLEN'S"



For the production of Oil Almonds, Sweet, True, Stafford Allen & Sons select the finest Italian and North African almonds, carefully dried to avoid moulding during shipment.

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The American Perfumer

and Essential Oil Review

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Vol. XXI, No. 7

SOME IMPORT POSSIBILITIES

Members of the industry in some quarters are pointing to the import totals of finished perfumes for the fiscal year, ended June 30, 1926 with some degree of satisfaction. Instead of the anticipated growth in imports, the value for the year showed a loss. The loss was not a very great one but the very fact that it was a loss seemed to some to be immensely encouraging. The fear of everything foreign, and particularly of everything French, in the perfume line, which had been steadily growing to more and more alarming proportions, subsided in some breasts with the release of the statistics by the Department of Commerce. It was still present, of course, but it had lost a measure of its terrifying qualities.

It is impossible, of course, to arrive at all the reasons why there should be a decrease in imports at a time when sales volume in the industry as a whole has steadily increased. Hence, we can refer to any discussion of the decrease in imports merely as a possibility. In discussing these possibilities, however, the first thing which comes to mind is a comparison of the totals for finished products with the volume of raw materials imported. In this group, we find a rather sharp increase for the year 1925-26 over the year 1924-25. Such an increase can mean many things.

It occurs to the optimist, of course, that the gain in raw materials and the loss in finished products must mean a gain for the American industry. Roseate pictures of prosperity and expansion may certainly be conjured up from these facts. At the same time, the other side of the story must not be forgotten. Is it not possible that high grade raw materials are coming into this market, not wholly for the account of the American producers but also for the account of foreign manufacturers, now operating branches for manufacturing purposes in the United States? Is it not possible that, instead of import competition in finished products, the American industry is now being called upon to face competition with foreign products actually made in the United States under conditions approximating those under which the domestic manufacturers are working?

Of course, the industry can consider even this phase of the situation in a favorable light. It can point out that foreign makers in their American plants are using the same raw materials and manufacturing under conditions identical with those governing production in the plants of their American competitors. It can be stated that this fact alone is an argument in favor of the quality of American made perfumes and cosmetics. Nevertheless, the fact is bound to be more or less disquieting.

We do not wish to look upon the darker side of the picture

from the standpoint of the domestic manufacturers, nor do we wish to advance a mere possibility as an actual happening. We are not inclined, however, to rejoice too greatly over the vanquishing of foreign competition until we are assured that the same competition is not being faced from a wholly different direction and one even more difficult to meet.

These are but possibilities and nothing more but we feel that the industry will admit that they are interesting possibilities.

AFTER FIFTY YEARS

The seventy-second meeting of the American Chemical Society, held in Philadelphia, September 6 to 10, marked the fiftieth anniversary of the founding of that organization. The progress of the Society since the July day in 1874, when the idea of an association of American chemists first germinated in the minds of a few members of the little group of seventy-seven that stood beside the grave of Joseph Priestley in Northumberland, Pa., to pay tribute to the memory of the discoverer of oxygen, has been truly remarkable.

It was some time after this event on April 6, 1876, that a group of thirty-five New York chemists met in the old New York University Building in Washington Square, under the chairmanship of the late Dr. Charles F. Chandler and decided to organize a chemical society. Considerable preliminary work had been done, much of it of a very discouraging sort, before plans crystalized for this meeting.

At the outset, the American Chemical Society was hardly a lusty infant. It had opposition in the form of a Chemical Section of the American Association for the Advancement of Science, a Chemical Society of Washington, D. C., and another in Cincinnati. Each of these, naturally enough, desired to take the front rank and hold it against the others. In fact, in 1890, there was talk of the abandonment of the organization unless something could be done to improve its status. In that year, it was decided, more or less as a final expedient, to hold a meeting at Newport, R. I., in the hope that chemists in that vicinity might be interested in the affairs of the Society. The meeting was held in August and far surpassed the expectations of those who had it in charge. A year later the Rhode Island Section of the Society was formed, and from that time until the present, the growth and development of the American Chemical Society has been steady and rapid.

In the course of an address delivered at the twenty-fifth anniversary celebration in 1901, Dr. H. W. Wiley, in predicting the progress of chemistry in years to come, foresaw

10,000 members for the Society in 1926. Most of the other predictions in his address have come true but none so quickly as the one concerning the Society itself. The 10,000 mark was passed in 1917 and at present, the Society has nearly 15,000 members.

The latest meeting of the Society of Philadelphia easily surpassed all its predecessors in volume and importance of the work accomplished. Attendance was large and interest in the meeting was keen. Held in conjunction with the Sesqui-Centennial Celebration and Exposition, it attracted more than the usual number of eminent scientists. In the forefront of the ranks of the Society at this meeting were two distinguished representatives of the perfumery industry, Prof. Marston T. Bogert who presided over the meetings of the Organic Chemistry Division, and Justin Dupont, who delivered an address before one of the sessions.

Many pages could be written concerning the history of the American Chemical Society and many more concerning its eminent members. Much could be said of its future in relation to the industrial life of America. But with the example of Dr. Wiley's prediction of 25 years ago so fresh in our memories, we cannot but feel that anything which might be said would be understatement. Recognizing that the progress of the Society is in reality the progress of the industry, we can only express a feeling of special pride in our own small contribution to that end.

PERFUME PRODUCTION CENSUS

The Department of Commerce announces that, according to the data collected at the recent biennial census of manufacturers, perfumery, cosmetics, and toilet preparations to the aggregate value of \$141,488,000 were made in the United States during 1925, this being an increase of nearly 19 per cent as compared with \$119,237,060 in 1923, the last preceding census year. The total for 1925 was made up as follows:

Creams, rouges, etc.....	\$34,178,000
Dentifrices	25,496,000
Talcum and other toilet powders.....	21,423,000
Perfumery and toilet waters.....	20,544,000
Hair tonics.....	9,480,000
Hair dyes.....	1,616,000
Other cosmetics and toilet preparations.....	20,694,000
Perfumery, cosmetic and toilet preparations, not reported by class or kind.....	8,057,000
Total.....	\$141,488,000

No corresponding statistics for 1923 are available.

The statistics are preliminary and subject to such correction as may be found necessary upon further examination of the returns.

ABOUT IMPORTED PERFUMES

(From the New Yorker)

A story is just beginning to go the rounds to the effect that when they took stock in one of our better department stores, more bottles of a rather expensive imported perfume were found on hand than had ever been put into stock. The puzzling phenomenon was at last satisfactorily explained:

It appears that many shrewd ladies of fashion while in Europe had purchased bottles of perfume at a very low price and on returning home had taken a bottle or two to the department store, saying that bottles had been presented them as gifts, which they did not care for, and couldn't they have credit on them for purchases of other goods? They were important customers, so the store said they could, thus allowing them to make a profit of the twenty-some-odd dollars difference between the French and American prices.

SYNTHETIC VS. NATURAL MATERIALS

In an address delivered on July 6 as one of the special series of lectures on contemporary developments in chemistry given as part of the course for the summer session at Columbia University, Professor Marston T. Bogert of Columbia University expressed the opinion that synthetic perfume materials would eventually replace the natural. He based this opinion upon a comparison of conditions in this field with those in the fields of pharmaceuticals and dyestuffs.

While Professor Bogert is undoubtedly qualified by his thorough and comprehensive knowledge of the progress being made in organic chemistry to express an opinion of this sort, we hardly feel that those interested in the production of natural oils need have any immediate fears of the future. Nor did we at any time believe that Dr. Bogert was thinking in terms of the present generation when he made his statement any more than the scientists who advanced the theory of food from sunlight at Williamstown recently were advancing ideas of immediate moment to the packing industry. In his paper before the American Chemical Society at Philadelphia he made this point quite clear.

We are always glad to print in an impartial way the public statements of those who have interesting views to express, but of course, as is well understood, this implies neither approval nor disapproval on our part in any special case.

Should an enthusiastic partisan of natural materials express publicly the view that synthetics had been a complete failure or that their days were numbered, we should not hesitate to give space in our columns to his opinions, even though we should not share his views editorially. It is only by maintaining a free and open forum for the expression of all sides of such important questions that an industrial publication can best serve its readers.

PERFUMERY IMPORTS SHOW DECLINE

The Department of Commerce has released statistics showing the foreign trade of the United States in toilet preparations covering the fiscal year ended June 30, 1926. The statistics together with comparison for the similar period the preceding year are as follows:

	1924-25	1925-26
Imports		
Perfumery, bay rum and toilet waters....	\$2,177,709	\$1,870,650
Perfume materials.....	3,987,656	2,768,151
Cosmetics, powders, creams, etc.....	736,514	684,229
Total.....	\$6,901,879	\$5,323,030
Exports		
Perfumery and toilet waters.....	\$439,932	\$424,381
Talcum and other toilet powders.....	1,751,024	1,912,878
Creams, rouges and other cosmetics.....	1,140,623	1,441,348
*Dental creams.....		1,468,327
Other dentifrices.....	3,098,672	1,876,510
Other toilet preparations.....	1,164,883	1,287,173
Total.....	\$7,595,134	\$8,410,617

*Beginning January 1, 1926. (Does not include toilet soaps).

During the 12 months ending June 30, our imports of toilet preparations decreased about 23 per cent, while our exports increased about 11 per cent.

TWO NICKELS MAKE A DIME

The doctor had prescribed a powder for Old Mose and told him to take as much as he could pick up on a dime for his daily dose. A few days later the doctor found Mose nearly dead.

"Didn't you take the medicine I left you?" asked the doctor.

"Yassuh, Ah did," said Mose feebly, "only Ah didn't have no dime, so Ah took what Ah could get on two nickels."
—*Capper's Weekly*.

ALCOHOL PERMITS

The recent decision of Treasury officials regarding the renewal of alcohol permits, particularly the so-called "H permits" was received with some degree of satisfaction in our industry. According to the point of view adopted, the decision of the authorities, to allow these permits to run until given up or withdrawn for cause, represents either a precipitate retreat or a strategic withdrawal to previously prepared positions. From any viewpoint, it is news of interest and importance to alcohol consumers.

If, as our Washington correspondent believes, the action of the officials in making this concession, represents an altered viewpoint on the whole matter of alcohol permits, so much the better. If it is only a temporary retreat, even the brief recess from continued annoyances will be welcomed by concerns engaged in legitimate alcohol consuming processes.

It is to be hoped that the first view of the situation is the correct one and that industry will be troubled less through ill-judged orders and regulations which, at the very best, are of questionable value in law enforcement and of undoubted injury to legitimate operations by honest and law abiding manufacturers.

It should hardly be necessary to caution those engaged in the industry against practices which may bring down official wrath upon their heads. They have had their education in the events of the last few years and require no post graduate courses. At the same time, regardless of how legitimate their needs may be, it will undoubtedly be well for them to "avoid the appearance of evil" to the end that the authorities may not again impose unusual hampering restrictions and may, eventually, still further loosen the bonds with which the industry is at present surrounded.

"THE INSANE DO NOT INSURE"

Preventive plans are not generally popular with those who have no brains or with those who have brains that are twisted, writes Van Amburgh, the Editor of the *Silent Partner*, who proceeds to tell his own reaction as follows:

"When we fully realize that we are not liable to live many more years, we go right on playing the game with no plans for paying the grave-digger. We leave the last job to our loving friends.

"At fifty nine, I have just taken out more life insurance for it is my plan to leave my family, my business associates and my banker, without regrets.

"Another illustration: The employers of the state of New York pay seventy millions of dollars annually for industrial accidents and this only partly protects.

"The insane do not insure."

What Mr. Van Amburgh says is frequently in evidence in trade. Some men awaken to their responsibilities, while others apparently are content to assume that there will be flowers on the coffin regardless of anything that the subject for interment may have done for good or bad, or both, in his lifetime.

Life insurance is a grave topic, but fire insurance is quite as important. In fact, fires supply the cemeteries with at least a good share of their census figures. Firms that go into the fire insurance end thoroughly and intelligently seldom have fires that cause them serious trouble, or that help materially to feed the death lists.

Life insurance and fire insurance in one respect are on a par. The people who believe in and use insurance in a normal way exercise the preventive instinct against the

OUR ADVERTISERS

HEINE & CO.
New York City

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff Street, New York.

DEAR SIR: Since January, 1914, we believe, we have advertised with you, using a four-page insert, and the value of this advertising in building up our prestige is unquestionable.

We started in 1907 with a single page only, but since we blazed the way with an insert of this size, we note that others have followed our lead and have continued this style of advertising uninterruptedly.

We value your co-operation other than just through your advertising pages, and take this opportunity of wishing for you continued success and development in the interest of this industry. Faithfully yours,

HEINE & Co.,
P. SCHULZE-BERGE, JR.

devastating effects of both disease and flames. Humans must die eventually, despite what they may do, but preventive methods can ward off the fire menace until the building disintegrates from the elapse of years, provided it should have no new life put into it.

* * * *

Buildings have an element that is seldom realized by most persons. It really is the essence of life and responds to the influence of the human element. Anyone of more than youthful experience can recall unoccupied buildings and vacant houses that have "gone to seed" quickly, while warehouses long stagnant with only a watchman or two around have also begun to show deterioration. Modernism has been taking up all kinds of ideas except the possibility of the individualism of buildings, especially with reference to fires of "unknown," or never determined origin.

At this moment of writing it is easy to recall observations made in relation to the collapse of buildings and fires in them that happened without apparent cause and also to successful efforts for the restoration of decaying residences that had been vacant and more than carried out their original purpose. There are numerous instances of the end of deterioration in business buildings when occupied and cared for properly. The structures often seem to revive with a new lease of usefulness when the human element takes interest in them.

* * * *

Men, women, children, animals, birds, goldfish, and even flowering plants, like to receive attention. Crops grow better the more they have human aid. Science now tells us about the atoms and ions that work their own purposes of existence. The constituents of the materials in buildings possibly are of this description. Just how they may slumber or work is a problem, which some time science may solve.

More Than Worth the Money

(Harding & Co., Toilet Preparations, 126 Chambers St., New York)

Your magazine is more than worth the money and should be in the hands of every manufacturer of perfumes and allied lines.

HEAVY PRODUCTION FEATURES ALL LINES

**General Business Conditions Excellent Despite Summer Depression;
Bankers Warn Against Too Great Expansion of Credits and Trade.**

While complaints were general during the month of August in various lines of endeavor, it was generally admitted that business conditions during the month showed signs of excellent promise for autumn trade. In addition, statistics available covering actual operations during the period indicated that business had not been as bad as many believed. Volume was naturally lighter in many lines than during June and July. This was to be expected inasmuch as the usual summer slackness reaches its culmination each year immediately before the Labor Day holiday.

Some deflation in prices took place during the month although leading price indices were not greatly affected by such changes as took place. Price levels now seem to be on a sound basis, especially in the lines most likely to affect the soap, perfume and cosmetics industries; and with the natural increase in business which always precedes the holiday season, experts in most lines anticipate a brief period of rising price levels accompanied by more general buying interest.

According to Bradstreet's tabulation, August bank clearings in 126 cities in the United States showed a decline of 9 per cent as compared with the July totals. However the total showed a gain of 5 per cent over the totals of August 1925, the largest percentage of gain over the preceding year since that for April. In addition, the total clearings for the eight months ending August 31 showed a gain of 5.1 per cent over the same period last year. The improvement in New York and New England districts was the largest but the only decrease in the Northwestern section was merely a fractional one.

Crop Conditions Normal

Car loadings have been quite heavy but this index has been bolstered up to some extent by the beginning of the crop movement. The early movement of the crops, however, has been delayed to some extent. Conditions have not been unfavorable to growth excepting that the weather has delayed progress and put many things days or even weeks behind normal. Heavy rains have interfered with the harvest of hay and early grains to some extent. Some spoilage on this account is reported although it has not been very serious. Cotton prospects according to both government and private surveys have declined to some extent. They have been hurt by weather conditions and more particularly by heavy weevil infestation. Corn and potatoes have been helped by wet weather and prospects for these crops are excellent. The entire situation seems about normal and promises nothing unusual in the way of consumer purchasing power during the forthcoming season.

In manufacturing lines, conditions are exceptionally good. Iron and steel bookings have been heavy and authorities in these lines state that they will be kept working at capacity at least for the remainder of the present year. Other heavy products, chemicals and the like are going well. There is less than the usual delay or refusal to accept contract shipments due consuming trades and the movement of goods is steady and not much complicated by serious price fluctuations. Statistics of the Federal Reserve System indicate that production in almost all lines is at a high level, possibly the

highest it has ever reached excepting under the stimulus of unusual wartime conditions. Thus the heavy surplus productive capacity is now almost entirely engaged in producing and apparently the products of this intense activity are being moved with no very great difficulty.

The Price Situation

Regarding probable price variations, almost all factors bearing upon the situation would seem to indicate that there should be some rise in values. Credit has been expanded considerably; some believe to the danger point. Money is quite free. Purchasing is on a more than ordinarily active scale and seems likely to expand still further. The factors operating to hold prices down and to prevent the advance which all lines of trade have anticipated have been largely the increased production described above and more particularly, some restriction in foreign demand for American goods. This lack of export sales has been due in part to the operations of the tariff and in part to increased production of competitive goods abroad and a consequent restriction of the call for American products.

While the present situation is certainly unusually good, banking interests are now coming forward with a word of caution as to the dangers of what may seem to be over-expansion of credit and production. The fear of serious inflation is not widespread but it is voiced in no uncertain terms in some quarters. It is pointed out that a decline in the demand or a sharp and sudden curtailment in manufacturing operations could easily bring about conditions quite the reverse of the present favorable position. This warning is voiced in several directions.

Bankers Sound Warning

There is at present no indication of a serious break either in the volume of business or in the ample credit facilities available. However, as is pointed out by a writer in the *New York Journal of Commerce*, a serious blow on either the credit or the production side could have disastrous effects upon the situation, especially in view of the fact that the expansion in business has not been accompanied by a corresponding expansion in the margin of profit which manufacturers are securing.

The next few months should be excellent ones for general business and for the perfume and allied trades in particular. Too great expansion, however, during this active period, may well be fraught with extreme dangers during the recession which inevitably follows extreme activity.

A Royal Perfume Formula

One of the most carefully guarded secrets of the British royal family is the formula of a specially prepared perfume, with which Buckingham Palace is sprayed for the court presentations, says the *Associated Press*.

The perfume is suggestive of a tropical flower garden hidden away in the midst of a country setting which grows nothing but blossoms for miles around. The preparation has been used since the time of Queen Victoria's first court and its ingredients are known only to the King and Queen and the manufacturers.

SYNTHETIC VS. NATURAL PERFUME MATERIALS

TOO EARLY TO FORESEE END OF NATURAL PRODUCTS

By JUSTIN DUPONT, of Argenteuil, France.

The opinion that the synthetic perfumes can entirely replace the natural ones was expressed in the United States before Prof. Bogert's statement. Mr. Edwin E. Slosson in "Creative Chemistry"—quite a fascinating book—Mr. S. Isermann, in a chapter of "Chemistry and Industry" and others have already affirmed it. I will not blame such an enthusiasm, based on a firm faith in the efficiency of chemical synthesis. Enthusiasm is necessary for the progress of science and industry. But there is only "anticipation" and the facts are different.

The example of synthetic indigotin is often cited. The achievement of this synthesis caused, it is true, the disappearance of the indigo growing. No similar case can be found in the realm of perfumes. In spite of the wonderful development of the synthetic industry, no growing, no gathering of natural raw material has been abandoned. On the contrary, for instance, the *jasmin* plantations in Grasse and the neighborhood were considerably developed during the past three or four years. Regarding especially the flower production in Grasse, it can be estimated in 1925, as more than 4,000,000 kilos, value at \$1,800,000 to \$2,000,000.

If one considers the other natural perfumery raw materials, one finds out that, in a general way, prices have advanced regularly for several years, in spite of the fact that the production has not declined. One must conclude that the consumption of these materials has increased.

The intensive vanillin production did not affect the consumption of vanilla beans.

As far as the animal perfume production is concerned, prices of ambergris, musk and civet remain very high and the use of these products in the high quality perfumery is not on the decline. Such are the facts. They can be easily explained. In spite of skilled and untiring efforts, the isolation and synthesis of all the constituents of natural perfumes is not yet accomplished. Geraniol, citronellol, nerol, phenylethyl alcohol, blended together, in whatever proportion, cannot reproduce the scent of attar of rose. The reason is that all the constituents of this essential oil are not yet known to us. Benzyl alcohol, benzyl acetate, methyl anthranilate, indol, do not reproduce the *jasmin* fragrance. Maybe they would, if some synthetic jasmone were added to them, but, as far as I know, the synthesis of this ketone has not been made as yet. Lavender oil may be taken as another instance. Linalyl acetate and other constituents known up to date, cannot reproduce its characteristic odor.

This could be illustrated by many other examples. Putting aside such famous syntheses as vanillin and coumarin, we can be proud that such chemical bodies as heliotropin, artificial musks, "Ionone," hydroxycitronellal, have certainly given a tremendous help to the perfume industry. They have widened its field, enabling the perfumer to produce perfect imitations of the scents of certain flowers from which no essential oil has been extracted, such as lily of the valley and lilac. These aromatic chemicals are, to a great extent, responsible for the magnificent development of the perfumery industry. Results obtained justify the most optimistic predictions, but, in my opinion, it is still too early to foresee the absolute disappearance of the natural odoriferous products.

CHEMISTRY NOT TO SOLVE PROBLEM OF FINER PERFUMES

By C. H. BOURGUET, Lautier Fils, New York.

I fully share Dr. Bogert's prediction of an eventual complete analysis of all essential oils, be they obtained by distillation, volatile solvent extraction, maceration or other methods.

However, an accurate and complete analysis of these oils will not, to my mind, solve the secrets of aromas of the living flowers. The scent of the living flowers, stem or root and the essential oils that they yield after manipulation are two different things. One must be a series of chemical reactions in process of evolution and the other is a conglomerate of the most stable components left over and playing a part in these reactions.

I do not believe that chemistry will be able to determine exactly how these different reactions evolve, and what the residual elements are because, if it would do so, then the more important problem of life itself would be solved. I do not believe that life is a chemical reaction only. What leads me to believe this is that the production of scented materials in a flower is closely connected to all the physical changes which happen all the time, such as solar radiation, heat absorption, vapor tension of the air, pressure, temperature, and last but not least magnetic forces.

Consequently I do not believe that this problem can be a purely chemical problem but a physical problem as well and it will not be solved before a satisfactory theory of perfume has been evolved, implying as Dr. Bogert very cleverly expounded, a relation between the molecular structure and odor and besides atomic vibrations. When the time is ripe for the chemist, starting from this proven theory, to manufacture all bodies which should possess scented properties, then we will be able to say that he has displaced the flowers. So long as he has to rely on natural oils to gather materials for building, and confirming his theory, we can say, with due reference to his wonderful work, that he has not yet solved the problem.

The affirmation that the composition of most natural perfumes is now known seems to be correct insofar as text books and publications are concerned, yet if the analytical chemist has been able to make an accurate and exact analysis of most essential oils, he should no doubt be able to make an exact synthesis of same, and people who handle raw materials, essential oils and floral oils know perfectly well that an exact match of an essential oil or floral oil does not exist. Has *jasmin* ever been rebuilt as per its components? This synthesis would be welcome indeed, as there is enough money incentive for the discoverer to produce the goods.

As for imitations of flowers such as lilacs, lilies, etc. these imitations have been made by artists with materials which are mostly natural, and in the cases of aromatic chemicals, the ones used to the greatest extent are those extracted from natural oils.

Another reason that natural goods will always exist as a source of supply for the perfumer is that most of the finest shades which exist in floral oils and essential oils are cheaper when available in the natural oils than when made in a pure state through chemical processes. Besides, they are so numerous and their harmony in the natural goods is so

complete that it would be a big waste of time and money to try to duplicate them by chemical process and rebuilding.

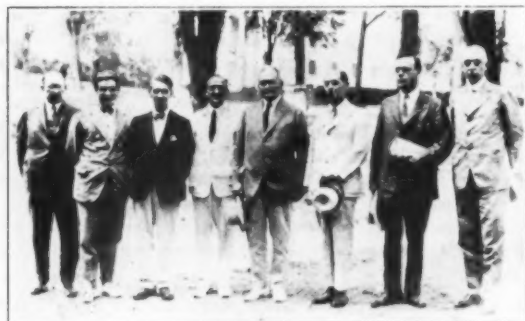
If we look at things more widely we can even safely say that the aromatic chemicals of coal tar origin are nevertheless organic and are results of some kind of vegetable life, so that after all we never get away from the vegetable products. In short I would look upon the work of the chemist as broadening the field of the perfumery artist by making available new perfumery products, in some cases to cheapen the cost of production, to allow better blends to be manufactured, and consequently to offer to the natural products of Grasse greater opportunity for blending. Thus, instead of shortening the production of the Grasse flower fields, it will tend to increase them to a still greater extent.

With reference to the paragraph concerning the great flower fields of Grasse, let it be known that the total production of natural raw materials in Grasse exceeds by ten times that of before the war.

In conclusion I will say that the research work of the chemist has been of invaluable assistance to the perfumery artist, insofar, as it has enlarged its sources of raw materials and enabled him to devise new and sometimes wonderful combinations.

INSTITUTE OF POLITICS HEARS M. DUPONT

The sixth annual session of the Institute of Politics at Williamstown, Mass., which opened July 29, and closed August 25, was of more than usual interest to technical men. Former sessions of the Institute have considered various phases of world politics and have contributed in no incon-



Left to Right: JUSTIN DUPONT, UMBERTO POMILIO, SIR JAMES C. IRVINE, DR. LEO S. ROWE, DR. HARRY A. GARFIELD, PROF. MORITZ J. BONN, DR. W. W. McLAREN, PROF. G. H. BLAKESLEE.

PROMINENT SCIENTISTS AT INSTITUTE OF POLITICS

siderable measure to international thought. It remained for the session which just closed to consider the work of the world's technical men in relation to future world affairs.

Among the numerous scientists who addressed the gathering at Williamstown was one well known to readers of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, Justin Dupont. Mr. Dupont discussed the "Chemistry of Natural and Synthetic Perfumes." Outstanding features of his address will be found on page 367 of this issue.

The program of the Institute's recent session, arranged under the chairmanship of Dr. Harrison E. Howe, covered the general topic, "The Role of Chemistry in the World's Future Affairs." In handling so broad a subject, it was necessary to divide it into major subjects. Each subject was considered separately, the first three days of each of the

four weeks of the session being given over to one of the main groups. The subjects handled in this way were: Energy, Industrial Raw Materials, Food and Health. World authorities in the various lines delivered addresses on these subjects during the periods assigned to them.

In addition to this general program and the four general conferences into which it was divided, there were six evening lectures, presented by Sir James Colquhoun Irvine, principal and vice Chancellor of St. Andrews University, Scotland. These lectures gave, in outline, the relation of chemistry to world progress in all lines and were delivered in the lecturer's interesting style. Six afternoon lectures were also arranged and delivered, in this series being the one presented by Mr. Dupont on perfume chemistry.

The sessions of the Institute this year attracted more than the usual attention on account of the growing public interest in science and particularly in chemistry and the growing public realization of the importance of chemistry to progress. While an unofficial gathering whose decisions or deliberations are not binding, nevertheless the Institute of Politics has during the six years of its existence, more than justified the hopes and ideals of its original projectors. It has become a force of growing importance in the shaping of world affairs. It is a comment upon the value of the chemical industry to have been chosen as the principal subject for discussion at this year's session. The perfume industry is fortunate in having so eminent an authority as Mr. Dupont to present its case before such a gathering.

ENGLAND HOLDS "NATURAL" BEAUTY TEST

(Special Correspondence to This Journal)

LONDON, September 8.—To decide the momentous question which woman at Folkestone, the fashionable English seaside resort, has the best natural complexion, a competition, which is believed to be the first of its kind ever organized in the United Kingdom, recently took place there. The competition virtually developed into an unofficial national championship contest.

The chief condition of the competition was that no paint, powder, lip-stick, or pencil improvement of any kind must have been used by the competitors. Men from the audience acted as judges and, not being experts, had to accept the assurances of the competing beauties that their complexions were exactly as Nature made them.

Almost all the entrants proved to be regular users of cosmetics, and many of them had for days beforehand subjected themselves to special treatment with skin-feeding creams. Although the faces had to be free of make-up during the judging there is no doubt that this previous treatment enormously improved the natural beauty of the entrants' complexions.

The Man Who Does Not Advertise

From the Meyer Druggist

The man who does not advertise simply because his grandfather did not, ought to wear knee breeches and a queue. The man who does not advertise because it costs money, should quit paying rent for the same reason. The man who does not advertise because he tried it and failed, should throw away his cigar because the light went out. The man who does not advertise because he doesn't know how himself, ought to stop eating because he can't cook. The man who doesn't advertise because somebody said it did not pay, ought not to believe that the world is round because the ancients said it was flat.

THE CHEMISTRY OF PERFUMES SURVEYED*

**An Interesting Review of the Materials and Art of the Perfumer;
Relation of Synthetic Development to Natural Products Traced.**

As everybody knows, Nature generously gives us various perfumes. Those of flowers are the best known, but many other elements of the vegetable world are strongly odoriferous:—fruits, leaves, seeds, herbs, woods, roots. Balsams and resins are also supplied by the vegetable kingdom. In numerous parts of the globe, the growing and gathering of these products occupy many workers, and provide an important amount of business.

In France especially, the town of Grasse and its environs are devoted to the growth of jasmin, orange blossoms, rose, tuberose, violet and others, for extraction of their perfumes. Jasmin, rose, orange blossoms are, by far, the three most important. With regard to violet, I must point out that a very interesting perfume is extracted from the leaves.

Although the production is not absolutely controlled, we can admit for the 1925 crop the following figures:

	Kilos	Francs
Jasmin	1,000,000	25,000,000
Rose	1,500,000	7,500,000
Orange Blossom	1,600,000	10,400,000

With regard to the other flowers of smaller importance, the total value of the production was about Frs. 45,000,000, namely:—\$1,800,000 at that time.

France is also the most important country for lavender growing. Italy offers her essences of lemon from Sicily, and bergamot from Calabria; her orris root from Verona. Bulgaria produces the famous Otto of Rose. From Germany, Spain and Czechoslovakia come many other essential oils. Asia supplies some of these essential oils:—lemon-grass, citronella and palmarosa are used by the toilet soap manufacturers, and also as raw materials by the producers of synthetics. From there, we get also such valuable oils as patchouli, vetivert, sandalwood, nutmeg, cassia, star anise seeds, peppermint; also benzoin and tonka beans.

In Southern Asia, the Philippine Islands bring us their essence of ylang ylang, which is the finest in the world. Africa, less rich than Asia, has, notwithstanding, some districts producing perfumes. Bourbon Islands, Madagascar and its neighboring islands, give us geranium oil, ylang ylang, vetivert oil and vanilla beans. Zanzibar gives us cloves. Algeria sends its geranium oil, of a different character from that of Bourbon Islands.

From North America, we obtain in the United States peppermint oil, cedarwood oil, sassafras oil, wintergreen oil, but we must especially point out that the orange trees and lemon trees of California are supplying oils similar to the Italian products. To give a complete survey of North America, we must add that Mexico gives linaloe oil and vanilla beans. In South America, namely in French Guiana, a certain amount of bois de rose is distilled, and in Paraguay, petitgrain oil is produced.

Under what form do all these ingredients reach the perfumer's laboratory? This we shall examine presently.

Methods of Extraction

In the short time we have to spend on this subject, it is impossible to enlarge upon the methods of extracting the scent of the flowers or other materials. The oldest known method is based on the easy volatility of the odorous principles. Use of the still, for the purpose of obtaining the perfume of the roses, comes from the Arabian alchemists, and the process of distillation, mostly with the aid of steam, is generally employed. Products obtained in this way are called "essential oils," and are the oldest known raw materials for perfumery.

A second method is based on the ability of fats to absorb odors. The most delicate scents, such as those of jasmin,

rose, orange blossoms and tuberose are completely absorbed in this way. The process, which is called in Grasse "enfleurage" is operated either at the temperature of melting of the grease, or by contact with solid grease at atmospheric temperature. The perfumed greases obtained, called "Pomades," have to be washed with alcohol in order to extract the perfume.

The third method, and newest, consists in extracting perfume with a volatile solvent, such as petroleum ether (gasoline) or benzol. From this treatment a wax is formed, which contains the scent of the flowers. This wax is finally washed with alcohol in the same way as pomades.

We must not forget that, in many instances, a single raw material is dealt with by each of the processes which were just described. In Grasse, such is the case with roses and orange blossoms, which are treated by distillation with steam, by enfleurage and by volatile solvents. Products obtained in each case have different characters and uses. The distillation of roses and orange blossoms, in particular, yields, together with the essential oils, perfumed waters, products of very old consumption. The essential oil of orange blossoms is called "Neroli." It is the basic perfume in the compound which has been famous for such a long time, under the name "Eau de Cologne." For the last two or three years, orange blossom water has been treated in Grasse with volatile solvents. By this process, an essential oil is obtained, having a very expensive cost price, but also such a fine odor that it is used in rather large amounts in the best quality perfumery.

In order to give you a complete knowledge of the various processes of extraction, I must not forget the method used in Messina and Calabria, which consists in the crushing of the peel of the fruits—lemons, oranges and bergamots.

Animal Perfumes Available

Finally I will mention the perfumes obtained from animals, such as ambergris, musk, civet and castoreum. These are materials of first importance. Ambergris is a secretion formed in the bowels of certain whales. Sometimes, it is taken from the animal directly, sometimes it is found floating on waters of seas of the tropics frequented by these whales. According to quality, price of ambergris fluctuates from \$300 to \$400 per pound. On account of this value, such a discovery is a happy one for the whalers. At first examination, its odor seems rather weak, but, used in the form of alcoholic tinctures, it possesses splendid blending, binding and rounding properties, which make it useful in high class perfumery. Musk is produced by a deer, living in the high Himalayas, Tibet and eastern Siberia. This animal is hunted on account of the value of its secretion, whose qualities are analogous to those of ambergris.

The civet cat lives in Abyssinia, where it is domesticated. Its secretion is collected and packed in horns of steers. It possesses properties of same kind as ambergris and musk. Musk and civet are also used by the perfumer in the form of alcoholic tinctures. Finally, castoreum, a substance obtained from a certain sort of beaver, is also employed to a small extent for same purposes as the previous substances.

We see what a great number of odoriferous bodies Nature gives the perfumers. It is very likely that they were originally used in their raw form, or mixed with greasy bodies in order to obtain ointments. They were, sometimes, burned to produce odoriferous vapors. Such were the first steps of this industry of perfumery which is so prosperous today.

Role of Chemicals Discussed

Before I endeavor to give you an idea of this industry, I must carry on the study of its raw materials, and I have just arrived at the chapter on synthetic perfumes, on aromatic chemicals.

For a considerable time, the study of natural perfume ma-

*Address of M. Justin Dupont delivered before the Institute of Politics at Williamstown, Mass.

terials, and especially of essential oils obtained by distillation with steam, has been most interesting to chemists. One of the most important and best known parts of organic chemistry is that of "Terpenic Compounds," bodies which play the principal role in the composition of essences.

These researches preceded those of the synthetics, and opened up the way to their discovery. They were not only useful in adding considerably to our knowledge, but they have been followed by practical application. They have enabled the chemist to extract, in a perfect state of purity, certain constituents having a more pungent, or finer, or more definite odor than the natural essence itself.

One example is found in rhodinol, a terpenic alcohol extracted from oil of bourbon geranium, possessing a fine odor of rose, and which has already been used by perfumers for more than thirty years. One can also cite:—geraniol, extracted from citronella oil; linalool, extracted from bois de rose oil; anethol, extracted from star anise seed oil; menthol, extracted from peppermint oil.

In addition, these researches have resulted in the isolation of certain important constituents of natural perfumes, that chemistry has been able to reproduce by synthesis, such as:—benzaldehyde found in bitter almond oil, methyl salicylate found in wintergreen oil, cinnamic aldehyde found in cassia oil, vanillin found in vanilla beans, coumarin found in tonka beans, benzyl acetate, indol found in jasmin, linalyl acetate found in bergamot oil and lavender oil, methyl anthranilate found in neroli, phenylethyl alcohol found in rose water, and many others. All these bodies are, nowadays, produced on an industrial scale.

Importance of Synthetics

Although the discovery of synthetic vanillin dates back to 1873, artificial musk to 1888, artificial violet to 1893, it is principally during the present century that the study of aromatic chemicals has taken on such tremendous importance. Influence on the progress of perfumery has shown itself in two ways.

First, the production at a low price of articles for general consumption. Second, enabling the perfumer to get outside of the circle in which he had been revolving because of the limitations of natural raw materials, where nothing new could ever be obtained. Thus, for instance, with artificial violet methyl-heptene carbonate, one can produce almost perfectly the fragrance of violets, and with hydroxycitronellal, one obtains a marvelous imitation of the lily of the valley, a flower from which the natural perfume has never yet been extracted.

Moreover, the aid given by chemistry may merely consist in the application to perfumery of a chemical body, which had been already described, but the fragrance of which had not been noticed. Such is the case of amyl salicylate, a coal tar derivative, which has been known a very long time, and classified in chemical dictionaries.

A chemist showed this amyl salicylate to a perfumer, who found in it a very special, very strong and lasting fragrance, and had the idea of bringing it into the composition of a "Clover Perfume." This took place about twenty-five years ago. This "Clover Perfume" met, at that time, with a great vogue, and its success has been lasting until our day. This perfume has earned millions and millions of francs for its manufacturers.

Methods of Discovery

With regard to the research in perfume chemistry, we are not here on such solid ground as in the case of dyestuff chemistry. There, the relation between molecular structure and coloring properties is perfectly well known. Until now, no relation of this kind has ever been demonstrated in the matter of aromatic chemicals. Almost all the series of organic chemical bodies include perfumes. Nevertheless, some of these families are particularly rich. Such are the alcohol, the aldehyde, the ketone, the phenol and phenol-ether families. Professor Bogert of Columbia University has done much to show the relation between composition and odor, but much yet remains unknown.

The discovery of a new synthetic perfume may happen in two ways. First: The chemist may experiment in his laboratory with the definite object of finding a new perfume,

or, Second: In the ordinary course of his researches, he may come across a new perfume by accident. For example, in the first case we have the classic synthesis of vanillin. In the latter case, we have that of artificial musks.

Vanillin is an aldehyde-phenol, belonging to the aromatic series, that is to say, the series of which the structural formula contains a benzene ring. The odor of vanilla beans is principally due to this vanillin. Over fifty years ago, Tiemann made a careful and complete study of natural vanillin, and established its structural formula. Starting from this, after various experiments in order to obtain synthetically an aldehyde having the structural formula required, he finally found a suitable raw material for industrial purposes in eugenol. Eugenol by itself is already a perfume—a perfume of "Carnation" type. It is to be found in the essential oil of cloves, of which it forms the greatest part.

The path from eugenol to vanillin is not an easy one, but it was not difficult to follow, even for the chemist of fifty years ago, and synthetic vanillin quickly entered into the industrial field. The process consists chiefly in oxidation. It is in general use today in several factories, including four or five in the United States.

Owing to the fact that the Tiemann's process was patented, the production of vanillin by other methods provoked an enormous amount of chemical research. Putting eugenol aside, the chemist sought other means in order to build up the structural formula of vanillin with other materials. He found one in guaiaacol.

Guaiaacol is a phenol derivative, which is found in creosote, a component of wood tar. At the present time, however, guaiaacol is obtained synthetically from benzene, chlorine gas and nitric acid. Here also, the route from guaiaacol to vanillin is not without difficulties. In the course of many years, several patents have been granted for this process. During the last twenty years the process has been brought to perfection, and is now well established in this industry.

These two methods are the only two known to me up to the present. The eugenol process is the easier to operate. Often fluctuations take place in the price of cloves, the primary raw material. This makes it extremely difficult for the manufacturers to fix a stable cost price. On the contrary, although the second process is more difficult to operate, guaiaacol is a safer basic compound, because the prices of the necessary raw materials show only slight fluctuations. We must not forget that attempts were made to obtain eugenol from other sources than oil of cloves. Industrial results were obtained, both from safrol, which is contained in camphor oil, a by-product of camphor extraction, or from guaiaacol itself.

Not a Substitute

So, vanillin is not a substitute, but identical with the constituent of vanilla beans. It is only used in moderate quantities by the perfumer, but its extensive consumption is in chocolate, ice-cream, soda water, biscuits, and in general flavoring purposes. It is frequently said that in the scent of vanillin which is obtained from guaiaacol one can perceive a slight taint of coal tar or phenol. I think such an opinion is without any foundation. In order to obtain a vanillin having the precise melting point required as a test for purity, it is necessary to work with such chemical precision that every trace of the smell of coal tar is eliminated.

Here it is not out of place to say that whatever may be its state of purity, vanillin does not entirely imitate the aroma of vanilla beans. In vanilla beans, besides vanillin, other odorant bodies exist, which, when combined, give an extraordinarily fine "bouquet." The synthetic, presently, approaches very nearly to the natural, but does not quite reach perfection. It is for this reason that vanilla beans continue to be employed, and that the plantations of Mexico, Bourbon and the adjacent islands are so very prosperous, and that the price of vanilla beans remains so high.

It has been estimated that the United States use sixty times as much vanilla flavoring as could be produced from the vanilla beans of Mexico. In accordance with the present cost prices of vanilla beans and vanillin, one gallon of vanillin extract will cost three hundred times less than one gallon vanilla bean extract, for the same flavoring strength.

Vanillin Started Success

One can say that the success of synthetic industry commenced with the advent of synthetic vanillin. Up to 1888, no such important synthetic had been brought to light. Notwithstanding, several odoriferous bodies were at that time discovered and used. Amongst them were coumarin, aubepine, terpineol, heliotropine, phenylacetic aldehyde, methyl beta naphthol.

Coumarin exists in the tonka bean. It was treated in exactly the same way as vanillin. The definite chemical body having been extracted from the beans in a perfect state of purity, its structural formula was established, and, in 1868, Perkin had already accomplished its synthesis. But, it was only at a later date that this synthesis became commercial. Nowadays, coumarin is manufactured in large quantities from ortho-cresol, a phenol which is a coal tar constituent, chlorine gas and phosgene, another poisonous gas. One ounce of coumarin is equal to four pounds of tonka beans. Its characteristic odor is same as new mown hay.

Aubepine, the French name for "Hawthorn Blossoms" is so called because it recalls the smell of this flower. It is anisic aldehyde which is prepared in two ways: either by the oxidation of anethol from star anise oil, or by the oxidation of para-cresol-methyl-ether. Terpineol, enormously used in the preparation of toilet soaps, is a derivative of turpentine. Heliotropine, an aldehyde obtained from safrol, chief ingredient of sassafras oil and camphor oil, possesses a sweet odor like that of heliotrope blossoms.

Phenylacetic aldehyde, has a strong odor of hyacinth. Methyl beta naphthol, a derivative from naphthalene, has a strong odor recalling robin tree flower and orange blossom. It is used in the preparation of cheap toilet soaps.

In 1888 and subsequent years, many patents were granted in connection with the discoveries made by Albert Baur, concerning some chemical bodies having a musk-like odor. In this case, Baur lighted upon this by accident, his object being simply to make a scientific study of the nitro-derivatives of butyl-toluol. In probing in the depth of the nitration, he came across a tri-nitro derivative—in fact an explosive material—having a strong musk-like odor. It was a very important find, which marked a long step in the progress of perfumery. Shortly after, tri-nitro-butyl xylol was prepared, of a stronger odor than the toluol derivative, and which it at once replaced.

Later on, came musk cetonic or "Ketone," and musk ambrette, whose musk-like odors and particular characteristics quickly found for them place in the perfumer's laboratory. The quantity of musk xylol annually manufactured is about one hundred tons, whilst the production of musk ketone and musk ambrette together total about forty tons. This seems a small quantity, but it is enough to perfume about 280,000 tons of toilet soap. The value of this production is more than one million dollars.

Products Not Identical

These are materials giving tremendous help to the perfumer by enabling him to obtain strong and lasting products at moderate cost. However, it is necessary to point out that between the odor of the synthetic and the natural there exists only analogy, not identity. Natural musk owes its scent to muscone, a ketone which was isolated about twenty years ago, and forms only 1.2 per cent of the organic substance taken from the animal. There is no connection between this muscone and the nitro-xylol derivatives.

The use of tincture of natural musk gives to a perfume composition, a wonderful delicacy, distinction, persistence and mellowness. But the quantity of this valuable material obtainable is very limited, and, consequently, its price is very high. Its present value is in the region of \$500 per pound. For this reason, it is exclusively employed in the preparation of the most expensive perfumes, but there is no doubt that the complete synthesis of muscone, or a similar body, will be realized sooner or later. One important result has already been obtained in this way, and a new synthetic musk has reached the experimental stage, and one hopes to have proof of its value very soon.

The discovery of violet ketone, is an example of the result

obtained by careful research, in the domain of perfumes. This discovery was made by Tiemann, who had already brought to light the synthesis of vanillin. Whilst occupied in the question of the perfume of the violet, Tiemann decided to study the orris root. Perfumers had known, for a long time, that the odor of the orris root somewhat resembled the scent of the violet, and this material was used as an element when making up a violet perfume. The odorant principle of orris root was, therefore, extracted in a pure state, and was found to be a ketone $C_{13}H_{18}O$ which received the name of irone. Its structural formula was established. This made an interesting advance in the question, but there still remained to be solved the problem of the synthesis of this ketone. Tiemann, thereupon, had the idea to employ an aldehyde, citral, $C_{10}H_{16}O$, which is found in a natural state in lemongrass oil from West Indies. Citral is the aldehyde corresponding to geraniol. Reacting on acetone, under the influence of a weak alkaline solution, citral gives a ketone, this being an open chain, made up of the same proportions of carbon, hydrogen and oxygen as irone, which chemists term as "isomer." It possesses a faint odor, without special character.

At that time, our knowledge of the geraniol family was already very advanced. One had noticed that, in the structural formula of geraniol, and also of citral, there existed a chain of six atoms of carbon, the first and last links of which hooked up with each other very easily, by action of diluted acids, thus forming a benzene ring. On account of the fact that the benzene ring existed in the irone formula, Tiemann had the idea of carrying out this linking-up process in connection with the open chain ketone of which I just spoke. The result was a ketone which, whilst being yet different from irone, had an exquisite odor of violet. Tiemann gave to this the name of "Ionone," and the open chain ketone received that of "Pseudo-Ionone."

This discovery was patented in 1893. "Ionone" has had, since its inception, a marvelous career. With this body, the perfumer had at last a raw material which permitted him to produce violet perfumes worthy of the name, and such perfumes have had a wonderful success ever since. Later on, it was recognized that "Ionone" could be employed in order to obtain perfumes of different scent from that of violet.

A few years later, the discovery of methyl-heptene carbonate introduced a new synthetic element to the complex fragrance of the violet. This discovery was made by Professor Moureu, as a result of purely scientific research.

Synthetics Recently Developed

It was from this time, during the last years of the past century and the years which followed, that the synthetic industry dated its full development. Numerous factories in France, Germany, Switzerland and Holland, occupied themselves with great success in this connection. Encouraged by the substantial results obtained, they expended large sums of money in order to install laboratories with up-to-date equipment, where experienced chemists worked with enthusiasm. As soon as new methods of study were known, as catalysis, Grignard's reaction and so forth, they were applied to the special researches either of new perfumes or of new processes of fabrication. At this period we must mention above all, and give place to hydroxycitronellal.

The discovery of hydroxycitronellal is as important as that of artificial musks and "Ionone." It took place about 1905. Its history is somewhat obscure, no publication being made either in scientific papers or in patents. Its structural formula is an open chain, without double bond, derived from that of geraniol. The basis of its fabrication is citronellal, an aldehyde found in citronella oil, and discovered many years ago by Dr. J. D. Dodge. In the structural formula of citronellal, there exists a double linking. The addition of the elements of water, $-H$ and $-OH$, upon this double linking transforms the citronellal into hydroxycitronellal. This is very easy in theory. It is obtained by the action of diluted acids. It is a little more difficult in practice. In citronellal, as in all bodies of the geraniol family—we mentioned it previously—there exists a chain of six atoms of carbon which links up very easily to form the benzene ring, by the action of diluted acids. As you remember, that was favorable in the case of "Ionone"; it is unfavorable here, be-

cause the result of the linking up is the isopulegol, a non-odorous alcohol.

The point is to avoid this contingency and the means used are, up till now, the secret of each manufacturer. Probably each one of them has his own particular process. For this reason, in the trade there are many different makes of hydroxycitronellal, each one having, whilst maintaining all the essential characteristics of hydroxycitronellal, its own particular odor.

Synthetics Widening the Field

This compound, as well as "Ionone," illustrates the way that synthetic materials are widening the field of the perfumer. Until now, hydroxycitronellal has not been detected in the natural perfumes. However, its characteristic odor is easily recognizable in such flowers as cyclamen and lily-of-the-valley, but no essential oil has been yet extracted from these flowers, and consequently, no chemical analysis has been made in this connection. Tourists traveling in mountainous districts of France, such as Savoy and Jura, are accustomed to purchase from the street vendors bunches of cyclamen, which emit an exceedingly striking and fragrant smell of hydroxycitronellal. Lily-of-the-valley is very popular in many parts of the world; its odor is appreciated by everybody. In consideration of the fact that with the aid of hydroxycitronellal it was possible to obtain such a faithful reproduction of the natural perfume, one is inclined to postulate the presence of hydroxycitronellal in the flower, although chemical analysis has not yet proved this fact.

As I have said, hydroxycitronellal was put on the market about 1905, as a pure body. In this form, it had no success; but, when, three years later, under the name of "Synthetic Lily-of-the-Valley" or "Muguet," it was reintroduced, no longer alone, but accompanied by other natural and synthetic ingredients, it met with tremendous success. There was a new step in the history of perfumery. One can say that, for the past twenty years, hydroxycitronellal has been the base of many successful and popular new perfumes.

Here we may make an interesting observation on the relation between natural and synthetic perfume materials. The principal floral material which allies itself to hydroxycitronellal is *jasmin*. This fact caused an enormous increase in the production of the *jasmin* flower. During the past four or five years, many new plantations of *jasmin* were started in Grasse and that neighborhood. Nature and Chemistry, far from being enemies, are intimately connected, and both industries go at the same pace.

Other Important Materials

Among the new aromatic chemicals brought to light during the past twenty-five years, phenylethyl alcohol fills an important place. This body has been known a very long time—like amyl salicylate, clove perfume—but its odor had not been mentioned. It exists in the perfume of the rose. When this flower is distilled, phenylethyl alcohol, rather soluble in water, remains in the distilled water. Its presence was noticed in it, and, a short time later, the process of its industrial production, starting from toluene and chlorine gas, was found. Phenyl ethyl alcohol is a very valuable substance, endowed with a very flower-like perfume.

We must also mention a peach flavor, of an amazing pungency, which was discovered by accident. It is a derivative of a fatty acid obtained by the distillation of castor oil. This disagreeable oil, thus, yields a very pleasant perfume. Used in very small amounts, it gives in perfumery very subtle effects.

Also ketone D, a derivative of naphthalene, having a powerful odor of orange blossom. Many other aromatic chemicals are used. A mere list of them would but wear out you and your patience. Some of them require a special process of preparation, whose secret is carefully kept by the inventors. In this case, they are not given to the perfumery trade in their pure form, but are blended with other substances; so that it is very difficult to find out their composition by chemical analysis. Such is the case for the new "Lilac Perfume," a very faithful imitation of the flower. It is interesting to point out that the perfume of lilac has never been extracted from the flower.

The Perfumer's Part

Now, we know the raw materials of perfumery. We may examine the part of the perfumer. In fact, the perfumer does not need any knowledge of chemistry. Of course, such a knowledge is not a drawback. He is first an artist. His object is to produce combinations of odoriferous bodies, capable of attracting and satisfying the sense of smell. He takes, from among all the raw materials which are at his disposal, a selection of scents and he associates them harmoniously. This word "harmony" is the one that comes naturally to the mind. The comparison of a perfume with a musical harmony is essential; the fact that it has often been said does not make it less accurate. A well composed perfume is a perfect harmony.

Raw materials, which are produced by nature or by chemistry, cannot be utilized as perfumes in their pure forms. Some of them are too strong for a delicate sense. Their smell may even tire one. On the other hand, they are sometimes so fugitive that they must be held down and made permanent by mixing with something else. For instance, natural essences extracted from *jasmin* flower, by any of the processes we described, possess an exquisite odor, but a mere alcoholic tincture of one of them does not constitute a "perfume," such as is wanted by the buying public. These tinctures constitute the first step, the basis, the background, but many other substances must be added to them in order to give them pungency at the beginning, and to make them lasting to the end.

The inception of the modern art of the perfumer dates back to the discovery of alcohol. Its use as a carrier made it easy to blend the necessary mixtures, and to make "perfumed spirits" which were used on handkerchiefs, or in toilet waters. Later on, perfumes were added to all articles developed for hygienic purposes:—toilet soaps, talcum powder, face powder, creams of all sorts, etc. Of course, in this special branch, chemical knowledge becomes a necessity.

In his work, the perfumer, either endeavors to reproduce natural aromas—for instance the aromas of flowers—or gives way to his imagination and produces fancy odors, or "bouquets" of his own. To obtain a mixture which pleases his taste, he must make many experiments. Now he adds, now he takes out. His work requires as much patience as cleverness and taste. A formula may be composed of twenty ingredients or more which, as in the case of essential oils, are already complex by nature. Once satisfied with regard to the perfume itself, he must use his taste again to find the bottle, the label, the box and finally, the name, which are of great importance.

I have tried to show you how the work of the chemists bore a decided influence on the development of industrial perfumery and, by counterbalance also on the growing of natural perfumes.

The latter have, up to the present, not suffered on account of the prosperity of the synthetic trade. If indigo growing disappeared after the indigotin synthesis became a success, the natural perfumes but developed after the success of the synthetic ones. The reason for this is that isolation and synthesis of all the constituents of natural perfumes is not already a successful task, in spite of skilled and untiring efforts. The day will probably come when perfumery will be on a total synthetic basis, but that day is still far away. We can, nevertheless, be proud of results achieved up to the present time.

Reunion's Exports of Geranium Oil

The exportation of geranium oil from Réunion for the period October 1 (the beginning of the production season) 1925, to 1926, amounted to 86,166 kilos, as compared with 69,931 kilos between October 1, 1924, and March 31, 1925, or an increase of 16,235 kilos, according to the April, 1926, issue of the *Revue Agricole de l'île de la Réunion*. This same publication states that the price of geranium oil on the Island of Réunion during April, 1926, averaged 130 francs per kilo. (Consul James G. Carter, Tananarive, Madagascar.) (Monthly average of franc for April, 1926, was \$0.0339.)

WHY WORRY ABOUT YOUR COMPETITOR?

**Your Problem Is to Please and Satisfy the Consumer;
Not to Imitate Your Competitor, or Cut Into His Trade.**

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

An active advertising man, who, as the years roll by, comes in contact with a large number of manufacturers of products of many kinds, cannot fail to be impressed by the fact that a great proportion of those manufacturers spend altogether too much of their time worrying about competition.

It is true, of course, that the wise manufacturer keeps a watchful eye on his competitors. He should know, in so far as it is possible, just what they are doing, how they do it, and what they plan to do in the future. What he does himself, must in large measure depend upon what they do. But his job is not to fight competitors, but to please the consumer better than they do. Information as to what the methods and purposes of competitors may be, should be used as a means of outwitting them as to what the consumer may want, and in "beating them to it" in the race for the consumer's favor.

You will find, in any field of industry you choose to examine, that the men who have made the greatest successes have practically ignored competition. They have used their brains and their energies in finding out just what the public wants, how to provide it in the most acceptable form, how to produce it economically and sell it at a reasonable price, and how to make sure that the outlets to the consumer are kept open, and in smooth working order.

The Other Man's Success

The man who organizes and manages his business along such lines as these, will find himself with neither the time nor the occasion to worry much about competition.

You will find that, in most cases, the man who worries about his competitors is chiefly concerned about their success—their big volume of sales—the new territory they are developing—the money they are making. Another man's success is nothing to worry about. Success is a good thing. It's a good thing for business in general; a good thing for the industry in which you are engaged; a good thing for the country as a whole. If you were looking about for a business to which to devote your life and in which to invest your money, you would choose one in which men succeed and make money. Don't worry about success.

The thing of deep concern to you is the failures of your competitors, not their successes. This does not mean their actual failure to do business and make money—lots of people make money who fail every day. They fail to take advantage of their full opportunities; they fail to produce goods which precisely meet the public need; they fail to maintain the best possible relations with their jobbers and retailers; they fail to keep step with styles and trends of popular preference; they fail to advertise wisely and adequately. These failures mean that it is costing them far too much to gain the consumer acceptance they enjoy; that their business isn't growing as it should; that they are forcing sales by unhealthy means; and that, although their volume is great and their profits apparently satisfactory, they are in reality slipping, and in a mighty precarious position.

Assuming that you are in possession of such information as this, how should you use it? Certainly not as ammunition with which to "lick" your competitor. Any manufacturer whose business is so improperly handled will be duly "licked" without any help from you. The public will attend to that. Consumers will not permanently patronize a manufacturer who does not give them as much in quality and satisfaction as they can get somewhere else for the same money. Your job is to supply the "somewhere else."

Do Not Knock the Other Fellow

In other words, don't knock. Don't permit your salesmen to go around among the trade pointing out the faults and errors of the other fellow. That will never get you anywhere. Use the information as to your competitor's failures as the basis for making your own products, your own relations with the trade, your own service to the consumer, as near 100 per cent perfect as is humanly possible. Don't sharpen a long knife and try to cut out your competitor's liver through the holes in his armor—get busy and make your own armor puncture-proof.

All this is as true of an entire industry as it is of the individual competitor. Look over the field as a whole. Wherein are all, or the great majority, of manufacturers failing to rightly interpret and adequately meet the needs and preferences of the consumer? Wherein could manufacturing or distributing methods be improved? What are the common errors in merchandising, in trade relations? What opportunities are there for new products, new qualities and characteristics of products, new styles in containers and packages, new advertising methods, or new and novel uses for familiar products? The answer to these questions, or ideas developed in giving them thorough thought and study, may lead you far ahead and beyond all competition, and place you on the royal road to fortune. And that, men and brethren, is no joke.

A familiar and exceedingly evil result of worrying about competition is imitation. If a certain manufacturer is making a notable success in his business, it is of course not an accident. There must be a reason for it. Is it the nature and quality of his product? Perhaps so; let's get out something as near like it as we dare. Does he use a perfume which hits the popular fancy? Maybe; let's try that odor ourselves. Does the color of his packages make people demand them? Possibly that's it; let's use that color on our new line. Are his salesmen offering unusually tempting free deals on the quiet, or PMs to the clerks? Let's find out; and if so, go him one better.

Imitators on Wrong Track

Thus, apparently, do the imitators argue—and they are always wrong, no matter what they do.

Let us examine this matter logically. Suppose that Manufacturer Jones is making a wonderful success with a product put up in a Nile green package with orange panels. As his product—in Smith's estimation—is no better than Smith's, the latter comes to the conclusion that the

phenomenal success of Jones is due to the unusual package, and resolves to imitate it. If he does this, he feels sure that he will capture some of the trade which Jones now enjoys, and beat Jones to it in new territory where the irresistible Nile green package with orange panels has not yet been thoroughly distributed.

The chief trouble with this line of reasoning is that the public may be buying the Jones product because they like it! There's something about it perhaps not thoroughly understood by Jones himself—which exactly hits the popular taste. People try it and like it; they keep on buying it and recommend it to their friends. The green and orange package has nothing at all to do with the demand for the goods. Perhaps, if the truth were known, the consumer would prefer a package a little less gay and gaudy. It's the stuff inside the package the consumer wants—like as not he buys in spite of the package, and not because of it. So the imitator has copied something which has no real selling value, and may indeed be a drawback instead of an advantage.

Even if the package is popular, and does attract trade, what does the imitator gain? An enticing package may make the first sale, but only satisfactory quality can produce repeat sales. Nobody will buy a product he doesn't like because the package caught his fancy in the first instance. But if he does like the goods, the package serves as a means of identification. Seeing it on the dealer's shelves is a reminder of the good qualities of its contents; buying it is an assurance of satisfaction.

Suppose then, that the satisfied user of the Jones article is tricked by a similar green and orange package into buying Smith's. What is the result? Anger at being deceived; a preconceived dislike of Smith and all his works that makes him determined to be dissatisfied with the contents of that package, no matter how good they may be. What, then, has Smith gained? He has made an enemy, and that is all.

Imitation Hurts Reputation

The imitator is always a trailer. The maker of the original and genuine has beaten him—got the jump on him. All sensible people regard imitations as inferior. Even if the goods are all right, their reputation is all wrong. The name of imitator is one which is seldom, if ever, lived down.

Society offers its rewards to originators. The man who provides a new comfort, a new convenience, a new luxury, a new commodity of any sort which makes life easier or adorns it with new beauty, will be generously repaid. Those who imitate him will get the crumbs and the leavings. Sometimes these are worth having; usually they are not.

There are exceptions to this rule, as there are to all generalities. Sometimes the inventor or originator of a new product of merit is neatly hornswoggled out of it by sharpers; sometimes he goes into business with no business experience; sometimes he is badly advised by his associates or others whom he relies upon; sometimes he embarks in business with too little capital; sometimes he trifles along, hesitating and experimenting, until somebody else forges to the front and leaves him holding the bag. In such cases, the man who has a good thing and fails to profit by it has only himself to blame. Society is not at fault. The public always prefers the original and genuine, and will buy it if given an opportunity.

It may be said, with considerable show of truth and just between ourselves, that there is no fundamental difference in

the materials and manufacturing methods utilized in the preparation of many toiletries. Talc is talc; and there are many odors used in talcum powders which are, and always have been, so similar that even Jones and Smith themselves, if blindfolded, would have difficulty in identifying their own goods.

Even so; but isn't that true of scores of commodities in many other lines?

Establishing Buying Habits

The establishment of the buying habit on the part of the consumer constitutes the most valuable asset of the manufacturer; namely, good will. This buying habit, this good will, results from the satisfaction of the consumer with the product and the service he secures for his money. When you have thoroughly satisfied the consumer, and gained his good will, he attributes to your product certain qualities which, frankly, are imaginary. Your product is pure, fine, smooth, and alluringly fragrant. The satisfied consumer esteems it to be more pure, more smooth, fine and alluringly fragrant than any other. This may not be true at all; but it is true in the mind of the satisfied consumer, and as long as you keep him in that frame of mind by uniformity of quality and good service, his custom is yours. It is right and proper that it should be.

Your job, then, is to keep your satisfied consumers in that frame of mind, and gain more consumers. Now it is perfectly obvious that qualities that will perfectly suit one consumer will please another of similar tastes. These others can be reached through advertising, and your business can thus be made to grow along stable, healthy, permanent lines.

In these circumstances, why waste your time and energy in worrying about your competitor? Why lie awake nights trying to devise ways and means to cut into his trade? If he is cutting into your trade, it is because you are falling down somewhere. You are failing to supply the merchandise and the service expected of you—or failing to properly advertise your business. Find out what the trouble is and remedy it—never mind about your competitor.

BRITISH CHEMICAL CONGRESS SUCCESSFUL

(Special Correspondence to This Journal)

LONDON, September 5.—The Chemical Congress which has just ended here is acclaimed on all sides as the most successful in history. The opening of the exposition of chemical plants organized by the British Chemical Plant Manufacturers' Association initiated the proceedings of the congress week. The exposition was testimony to the fact that manufacturers have been able to evolve plants for the chemical industries that have long life. Special appliances for mixing, grinding, extracting, filtering, evaporating, and drying were shown, together with samples of the materials which possess the necessary long endurance under corrosive conditions.

From then until the end the various activities registered success after success. At every scientific meeting there were scores of visitors in excess of the generous seating accommodation provided, and much excellent contribution was made to the knowledge of chemistry in its application to many industries. The many papers read were productive of much discussion, and the meetings as a whole have done a great deal in effecting further cooperation between the different investigators of isolated sections, so helping toward the solution of many problems.

The text pages of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.

INCREASING EFFICIENCY IN PLANT MANAGEMENT

Avoiding Seasonal Employment Problems and Saving on Materials;
Continuation of Article on Plant Operation and Maintenance Work.

By RALPH H. AUCH, B.A., Ch.E., Cincinnati, Ohio

The Employee Problem in a Seasonal Business

Every manufacturer making toilet preparations for which there is a seasonal demand is confronted with the problem of building up the working force at the start of the busy season and reducing the force again at its close.

The following procedure has been found helpful. Space was provided on the employment record and as the employee did something worthy of commendation or something deserving of censure, proper notations were made. In addition, in the case of women, from the snatches of conversation overheard, appearance, etc., a fair idea of their character was obtained. At the close of the season when the unpleasant task of laying off help came, those of questionable character were first to go, owing to the fact that the better class women resent working and sharing wash-room facilities with them. Then those whose employment records showed they could be best spared were let go. The notations on the employment records avoided snap judgment and prevented personal likes and dislikes from playing any part.

Those whose records were entirely satisfactory were helped to find employment elsewhere, in a seasonal business when possible, and due notice was sent them when vacancies occurred, or the new season opened up.

When the busy season swung around, it was found best to take on small groups at frequent intervals. Their training was rendered easier and they were absorbed by the regular employees, i. e., the nucleus that was retained twelve months a year, into the ways of the organization, with no tendency for the new employees to dominate the old as was found when they were put to work in large groups.

When Formulas Are Changed

If a marked improvement is made in a formula which widens the product's use or causes it to perform its function better than it did before, the advertising can be relied upon to take care of it.

When, however, the supply of an ingredient is cut off or costs mount and a substitution is rendered necessary or advisable, some means of identifying the new in case of complaint or returned goods is desirable. This change usually should not be rendered apparent to the user. Where each lot is marked in code, this is easy. Where such marks are not used, or not practical, a change of make of tube clips, change of word order in some sentence on the label, change of type face on an enclosure, or any other means these may suggest should afford an easy way of distinguishing the new from the old.

Don't Use Top Sheet

The practice of labeling the shelves of stationery, advertising literature and other office supplies with the caption "don't use top sheet" is very common. The fact that this practice is quite prevalent is proof that a saving of supplies is effected.

This same practice in the stock room has even greater possibilities. Not "using" the top sheet which in reality is

not "wasting" the top sheet each time supplies are drawn saves a fraction of a cent in the case of office supplies. In the case of stores of window flyers, counter cards, window displays and display containers, the unit saving is invariably many times greater.

Cheap Breakage Insurance for Perfume Containers

One small manufacturer making a number of different perfumes in limited quantities, handled these perfumes in two and five gallon bottles prior to bottling. These bottles were contained in the usual wood crates. Several of the bottles were broken by accident or carelessness on the part of employees and the breakage involved considerable loss. At a nominal expense, square galvanized sheet metal boxes were made with a heavy wire edge and with hand-holes cut in the metal just below this edge. These boxes were made of a size that made the bottle and crate a snug fit. Now when breakage occurs, which is only very rarely, there is no loss other than the small amount absorbed by the wood of the crate, and a single filtration renders the salvaged perfume ready for use.

It appears that the metal container should find application both as insurance against breakage and as insurance against loss should breakage occur, wherever oils or cut oils are allowed to stand around on table or shelf convenient to process work. A simple cylindrical tin-plate sleeve, neck high, without the wood crate should suffice for this purpose.

Utilizing Incoming Boxes for Reshipment

While it is true that "reshipping" cases are constantly finding wider application, they are usually not practical for the small container such as a one-ounce jar or bottle, particularly when one dozen is the unit.

In one plant the boxes, both fibre and wooden, in which supplies were received had a habit of accumulating. Usually the dealers in used wooden cases offered so little for them that most of them went into the furnace, while the fibre boxes went into the paper baler.

In the case of odd lots received at irregular intervals this was unavoidable. In the case of collapsible tubes, cans, bottles, etc., coming in in a constant stream, however, the packing-cases were made to serve double duty.

The dimensions of half-gross, gross and other convenient quantities of outgoing products were determined. These dimensions were matched as closely as possible against the dimensions of the incoming wooden boxes. The manufacturers furnishing the raw materials were then appealed to to change their shipping case dimensions to those suitable for re-use. Almost without exception they were glad to co-operate and, where the exact required dimensions were not practical, they were approached as closely as possible. Now little or no excelsior or scrap paper makes a snug fit, and a brass stencil (with number of dozens and size left blank for filling in) and a stencil brush make the cases presentable. Since fibre cases are the standard for packing and the wooden cases are considerably heavier, the latter are used only on nearby points, that is short hauls, to keep down freight charges.

In the case of fibre cases only two dimensions are required to be of proper size. With a saw the end is cut off and the edges ripped down, then the stencil, some paste and tape do the rest.

In this plant (and there are many in the industry much larger) the annual saving approaches fifteen hundred dollars.

Safety, and the Duty Owed Employees

Most State laws compel manufacturers to provide guards for all belts, pulleys and other moving parts. This is as it should be and they would be provided anyway just for the safety of the employees, and because it is cheap liability insurance.

Frequently as a new item is added to the line, or an old item enjoys expansion, the employer is confronted with the problem of a volatile ingredient emitting vapors or a finely divided solid dusting about. As the worker or his neighbor is observed to sneeze or cough it causes some concern.

Of course books on occupational diseases and the like are sometimes helpful but it often happens that they are not available, or the material being used is of limited application and so is not treated in works of this kind.

Perhaps the easiest way out is to inquire of the manufacturer who makes the offending ingredient, for it is safe to assume that he has had the problem in aggravated degree long since solved. A letter to him asking what precautionary measures, if any, he finds necessary and how the offending ingredient manifests its ill-effects, if any, on his employees, will usually bring all the information required. Thus that particular question is answered once for all.

Rolls Under Stitching Machines

Many manufacturers provide a roller conveyor to carry the filled shipping cases from the carton stitching machine to the stock room or shipping floor. In fact, some provide a length of roller conveyor to carry the cases from the packing table to the stitcher.

One manufacturer has gone a step farther by covering the table of the stitching machine with inverted ball casters. The operator of the machine thus has his day's work materially lightened by the reduced amount of tugging necessary and is able to close considerably more cases every day or devote a part of his day to other work and still stitch the same number of cases.

(To be Continued)

ON REFUSING TO SEE A SALESMAN

(Editorial in the New York Commercial)

How many salesmen called on you last year? A hundred? If so, you had one hundred opportunities to enrich yourself with business information—free. Generally speaking ideas cost a great deal of money, yet without them we make no progress. Sound business information is usually to be found only at conventions, associations or other sources that prove more or less expensive. But such information is a business necessity.

If you could travel, as salesmen do, visiting plant superintendents, engineers, purchasing agents and other executives in distant cities, you could gather an equally rich and varied fund of practical knowledge. But you cannot spare the time. Therefore it pays to keep your ears open and your mood receptive when a salesman calls.

You may not need his goods but you need all the information you can get out of him. Ask the salesmen questions. Listen to them. If you treat the salesmen courteously you will acquire many practical ideas.

THEATRICAL PERFUME VENTURE IN ENGLAND

(Special Correspondence to This Journal)

LONDON, Sept. 14.—A few months ago Gladys Cooper, the famous English emotional actress who occupies a position on the London stage similar to that of Jane Cowl in New York, almost created a riot at Selfridge's store here by appearing in person in the perfumery department to inaugurate the sales campaign which introduced Gladys Cooper Beauty Products to the public. The ceremony had to be repeated twice during the week, so great was the number of her admirers anxious to attend.

Since then the products have continued to prosper, and an interesting newspaper advertising campaign has now been embarked upon. The ads now appearing contain a series of numbered beauty talks by Gladys Cooper. In one of these there is the following interesting explanatory note by the actress:—

"The number of letters I get asking me if the preparations I use really are my own is probably due to the fact that many prominent people lend their names to advertised products with which they have no connection. I am glad to be able to state emphatically that I not only use my preparations now, but have done so for years before they were available to you. They are made under my personal supervision, in my own laboratories, from my own recipes. They closely follow the art of the old apothecaries in the blending of herbs, vegetable oils and flowers. I know the value of the ingredients, and with patience and persistence good results must follow. GLADYS COOPER."

BRITISH ADVERTISING DISPLAY

(Special Correspondence to This Journal)

A. & F. Pears, at their head office in Oxford street, London, have gone in for a new line of advertising. Hitherto the windows of their fine establishment have very simply displayed their newest productions, but there was never anything to denote that any but wholesale purchases could be made there.

In the center of the window is a life size representation of our old friend "Bubbles," dressed exactly as Millais depicted him. In his hand is a clay pipe from which the bubbles are blown. All around are numerous iridescent air balloons representing the freshly blown bubbles, all of which are kept circulating by currents of air. The floor is grass covered, in each corner is a small tree on which luscious looking pears immediately attract the eye and make the mouth water. Hanging by invisible wires are various toilet requisites and in one corner is a neat advertisement inviting the public to enter and announcing that "at this branch only" purchasers of 1s. worth of any toilet goods will be presented free with a cake of Pears' transparent soap.

The scene presented is really idyllic, and is beautifully blended with commercialism. The movement of the bubbles compels the attention of the passer-by, and thousands who previously passed by now enter the hallowed premises without removing their sandals beforehand.

Helpful and a "Wonderful Reference"

(Bertha Burkett Co., Inc., Toilet Preparations, 42 West 39th Street New York City.)

We have enjoyed your publication and found it helpful and a wonderful reference at all times.

FLEXIBLE TARIFF NOW UNDER FIRE

Several Briefs Attacking Its Constitutionality Have Been Filed;
Price Maintenance To Feature Forthcoming Congress Session.

WASHINGTON, September 15.—Validity of the flexible tariff provisions of the 1922 tariff act is challenged in briefs filed by counsel for J. W. Hampton, Jr., & Co., and by the National Council of American Importers and Traders with the United States Court of Customs Appeals. The case is that brought by the Hampton company contesting the legality of the assessment of an increased duty on barium dioxide as provided under an executive order issued by the President under the flexible tariff.

Briefs defending the validity of the law will be filed by the government this month, and the case is scheduled to come to trial on October 6. The Board of General Appraisers, now known as the United States Customs Court, affirmed the validity of the law, and the pending case is an appeal from that decision.

Walter Evans Hampton, counsel for the Hampton company, in his brief contends that Congress cannot delegate its exclusive grant of power to legislate nor to tax, and section 315 of the tariff law of 1922 is therefore unconstitutional and void.

The increased duty was illegal, it is contended, "because it is done under and by virtue of an illegal delegation to the executive department of the power to legislate, which power, by the Constitution article 1, section 1), is solely committed to Congress," and "because it is done under illegal delegation to the executive department of the power to tax, which power is alone lodged in Congress" by section 8 of the Constitution. Even if in form it has been done by constitutional delegation of legislative power and of the taxing power, the board was told, "it purports on its face to make a levy, not for raising public revenue, but under a declared policy for protection to American industries, based upon difference of cost of production at home and abroad, which is not a tax or duty within the meaning of the Constitution."

Confers Unwarranted Powers

Charles F. Kingsley, counsel for the National Council of American Importers and Traders, *amicus curiae*, tells the court in his brief that section 315 is unconstitutional because it "confers upon the President without possibility of review legislative power to change rates of duty fixed by Congress." Such changes, counsel argues, are amendments to the law "and the power to amend is the power to legislate." Section 315 of the tariff law "gives the President discretion as to what the law shall be, and is necessarily unconstitutional," according to Mr. Kingsley, and cases depended upon by proponents of the law "are not precedents for the delegation of power in section 315." Mr. Kingsley further maintains that an unconstitutional delegation of power cannot be validated by a recital in the statute that it is to "put into force and effect the policy of the Congress." Congress may enact laws necessary to enforce the Constitution, "but none to impair it," counsel says. Section 315 of the tariff law does not become operative upon the discovery of a fact or facts, "but upon a change in a rate or taxes fixed by Congress."

While activities of the Tariff Commission have been

practically at a standstill in Washington during the summer owing to the absence of several members of the commission in Europe and elsewhere, field investigators have been making progress in the various pending cases.

Investigators of the chemical division have completed work on tartaric acid and barium carbonate in Germany and have now gone to Italy in connection with the former proceeding. Italy is the principal competing country on tartaric acid, while Germany is on barium carbonate. Commission investigators also have obtained data relative to the cost of glue in England, of edible gelatine in Holland, and of sodium silico-fluoride in Holland and Denmark.

Another crew of investigators have finished field work in the plate glass investigation in Belgium and are now working on fluorspar costs in England. H. L. Lourie, of the agricultural section of the commission, is en route to China and Manchuria to ascertain agricultural costs of peanuts and soya beans in the vegetable oil investigation.

Price Maintenance Work

Senator Capper of Kansas, who introduced in the upper branch of Congress the price maintenance bill sponsored in the House by Representative Kelly of Pennsylvania, has issued a statement urging the enactment of a compromise measure which will meet the situation.

"The great difficulty is to get all parties to see sympathetically all sides of the problem," said Senator Capper. "There must be a solution which, with fairness to all, would measure up to the legislative standard of the greatest good for the greatest number."

Senator Capper has been particularly interested in the question, and is chairman of a jury of nationally prominent persons who, before the next session of Congress, will award \$10,000 in prizes for the best price peace plan submitted before November 1.

The \$10,000 in prizes is the gift of Edward Plaut, chairman of Lehn & Fink, Inc., New York City. The other jurors are: Mrs. J. Borden Harriman, of Washington, chairman of the National Consumers' League; Nelson B. Gaskill, of Washington, former Federal Trade Commissioner; Dr. Melvin T. Copeland, Harvard School of Business Administration; A. W. Shaw, of Chicago; Herbert J. Tily, of Philadelphia; Dr. Frank T. Stone, of Washington, and G. Barrett Moxley, of Indianapolis.

Federal Trade Commission's Powers

There is no prospect that the Federal Trade Commission will require corporations whose stock is widely owned by the public and traded in on stock exchanges to furnish financial statements as recommended by Prof. William Z. Ripley of Harvard. Much attention has been given to this proposal in the press during the past month as a result of a magazine article by Prof. Ripley, which was credited with influencing the stock market and which called forth comments by President Coolidge and others.

Just as thought by President Coolidge, members of the Federal Trade Commission believe that Prof. Ripley went too far in his interpretation of the powers of the commission under the present law. While the commission has cer-

tain broad authority to obtain information from corporations under the law this power has been checked under numerous court decisions, and it is realized that if the commission attempted to order corporations to furnish regular financial statements it would immediately be met with further court action.

It was pointed out that the measure of the commission's authority to extract such information from private corporations must be determined in each specific case. The Claire Furnace case, involving this very question, is pending in the U. S. Supreme Court and was regarded of such moment that the court ordered re-argument. The Maynard Coal case also is waiting in the Court of Appeals of the District of Columbia under a suspended decision until the Supreme Court passes on the Claire Furnace case.

Foreign Trade Promotion

While the Department of Commerce has been developing its domestic activities it has also extended its foreign trade promotion work. There are American trade representatives scattered in thirty-five countries throughout the world. New offices are being added to those already existing at forty-three different points.

Of the forty-three offices now scattered throughout the world, three were opened during the past year, one in Canada, one in Spain and one in Australia. Plans are announced for the establishment of three new foreign trade offices between now and the first of next January. One of these will be in Milan, Italy, one in Toronto and one in Panama City. J. Bartlett Richards, assistant trade commissioner, who will be in charge of the Toronto office, is now in Ottawa making preparations for this work. George C. Peck, trade commissioner, is on his way to Panama City to open an office there. The Milan office, it is expected, will be ready to begin operations about January 1.

This foreign service today numbers 110 commercial attaches, trade and assistant trade commissioners, with 140 clerks to help them in this field work. The number of these American foreign trade "envoys" has almost doubled in the past seven years. The work they have been performing and the results they have obtained, it is shown, have increased way out of proportion to their growth in numbers. The increase in appropriations for the Bureau of Foreign and Domestic Commerce during the past fiscal year was a little more than five per cent as compared with the previous year, while the growth of import and export business has been increasing far more rapidly, and the work of the bureau is shown to be climbing at the rate of more than 70 per cent a year.

Dr. Woods Now At Work

Dr. Albert F. Woods, who recently resigned as president of the University of Maryland to become the director of scientific research in the United States Department of Agriculture, has assumed his new duties. In this capacity he is expected to have a hand in some of the investigations of interest to the perfumery industries.

"All organized business interested in agriculture," said Dr. Woods in commenting on the importance of agricultural research, "has come to a realization that thoroughgoing research into fundamental problems is essential for continued prosperity in all lines. I have been on the outside long enough to realize that the Department of Agriculture is the greatest research organization of its kind in the world. More fundamental research into problems affecting human

welfare is going on in its laboratories and at the State experiment stations than perhaps in all other research agencies combined.

"The Department of Agriculture has now come into such close relation with research agencies everywhere that old lines of separation are rapidly disappearing. We are now entering the period of co-operative research. This does not mean that the individual worker will not have as full opportunity as he has had in the past. It means, on the other hand, that he can bring to his aid specialists in related fields who will help him attain a larger vision of his problems and suggest possibilities of solution that might otherwise have escaped him."

Dr. Woods is a member of numerous scientific societies and author of many reports and articles along technical lines. He has made a wide study of scientific agriculture during his lifetime both in this country and abroad. He spent sixteen years in the Department of Agriculture, serving as assistant pathologist and assistant chief of the division of vegetable pathology and physiology from his appointment in 1893 and as assistant chief of the bureau of plant industry from its organization in 1900 until his resignation to accept the position of dean of the college of agriculture and director of the agricultural experiment station of the University of Minnesota, in which latter position he learned much concerning the agriculture of the northwest. He was elected president of the old Maryland Agricultural College and executive officer of the State Board of Agriculture in 1917. When in 1920 this and other colleges were merged with the University of Maryland he became president of the enlarged institution, remaining in that position until his recent resignation, when selected by Secretary Jardine to direct the agricultural research of the department.

Recess Appointment for Glassie

President Coolidge has given a recess reappointment to H. H. Glassie of Maryland as a Democratic member of the Tariff Commission. In doing so the President made it clear that he had not decided whether or not to reappoint Mr. Glassie for the full term. There has been strong opposition to his reappointment because of his insistence upon participation in the sugar case in spite of a financial interest of his wife in a Louisiana sugar company and also because he is regarded as a protectionist, having lined up with the Republican members of the commission on many controversial matters.

The President realized that it would be difficult to induce some other Democrat to sever business connections and take an appointment on the commission at this time in view of the possibility that Congress may decide to reduce the number of members from six and abolish the Glassie place entirely. There are already two members of the commission, E. B. Brossard and S. J. Lowell, whose appointments have not been confirmed by the Senate, the former being unable to draw his salary under a ruling of the comptroller-general. If President Coolidge decides to select another Democrat for the commission he simply will not send Mr. Glassie's name to the Senate and Mr. Glassie will then drop off the commission whenever the new member's appointment is confirmed by the Senate.

The Ruling Passion

Doctor No. 1—"Did you hold the mirror to her face to see if she was still breathing?"

Doctor No. 2—"Yes, and she opened one eye, gasped and reached for her powder puff."—*Sydney Bulletin*.

TREASURY MODIFIES ALCOHOL PERMIT POLICY

To Allow "H Permits" to Run Indefinitely Unless Revoked;
Dr. Doran Defends Denaturing Policy as Industry's Aid

WASHINGTON, September 15.—Acting in compliance with decisions in the federal courts, prohibition authorities have finally abandoned their effort to force the annual renewal of all alcohol permits.

A new Treasury decision announced on September 1 specifies the forms of permits which under the prohibition enforcement act are required to be renewed annually and those which continue in effect indefinitely. In the latter class are included the so-called "H permits" to use alcohol and distilled spirits in manufacturing and permits to operate alcohol bonded warehouses and denaturing plants and permits to use specially denatured alcohol.

The prohibition officials by this latest order dropped the last vestige of the program under which it was intended to refuse new permits at their will without going through the formality of revocation proceedings. The United States district courts and the United States Circuit Court of Appeals at New York held in cases involving denaturing plants that the prohibition officials did not have the right to refuse renewals of permits without giving the permit holder a formal trial.

Many of the so-called "H permits" have already been renewed this year under the former order which provided that applications for renewal must be submitted before June 30, 1926. This renewal gave the prohibition officials an opportunity to check up on permittees.

The latest Treasury decision specifying the period of time for which the various permits run follows:

"T. D. 3773, approved November 14, 1925, and T. D. 3774, approved November 19, 1925, fixing the time which the various permits run, are hereby modified as follows:

"Basic permits granted under Titles II and III of the National Prohibition Act are divided into two classes, to wit, those renewable annually, and those running until surrendered by the permittee, or failure of supporting bond, or revocation on citation and hearing.

"The following permits are required to be renewed annually under the provisions of Title II, and Title III, of the National Prohibition Act:

"Permits to manufacture intoxicating liquors, designated as A permit.

"Permits to operate alcohol plants, designated as permits to manufacture alcohol.

"Permits to sell liquors at wholesale, designated as B permits.

"Permits to transport liquors, designated as C permits.

"Permits to import and sell liquors, designated as E permits.

"Permits to export and sell liquors, designated as F permits.

"Permits to export alcohol to places other than Canada, Mexico, the West Indies, and other near-by islands, designated as F permits.

"Permits to export and sell liquors, other than alcohol, to any place, and alcohol to Canada, Mexico, the West Indies, and other near-by places, designated as G permits.

"Permits to sell liquors at retail, designated as I permits.

"Permits to physicians (except to dentists and veterinarians) to prescribe liquors in the treatment of diseases, designated as J permits.

"Permits to manufacture preserved sweet cider or vinegar, designated as K permits.

"Permits to manufacture cereal beverages, designated as L permits.

"Permits to blend or rectify liquors, designated as O permits.

"Permits to operate a concentration warehouse, designated as P permits.

"Permits to purchase liquors for manufacturing purposes, or for sale, are invalid after ninety days from the date of issue; and permits to purchase liquors for any other purpose are invalid after thirty days.

"The following basic permits will continue in operation until surrendered by the permittee, or there is failure of required bond, or revocation on citation and hearing.

"Permits to import and use liquors, designated as D permits.

"Permits to use alcohol and distilled spirits in manufacturing or compounding, designated as H permits.

"Permits to hospitals, sanitariums, first-aid stations, dispensaries, infirmaries, and like institutions, to use liquors and alcohol, designated as Q permits.

"Permits to operate an alcohol bonded warehouse.

"Permits to operate a denaturing plant.

"Permits to use specially denatured alcohol."

Doran Talks on Denaturing

In defense of the denaturing policy of the government which has been subjected to criticism because of the use of poisons in the various formulas for denaturing alcohol J. M. Doran, head of the industrial alcohol and chemical division of the Prohibition Unit, has issued a statement reviewing the history of the matter.

Dr. Doran declares that the permit administration of the national prohibition act has developed within the past year along more effective lines and there has been a noticeable increase in unlawful manipulation of denatured alcohol. He says that the employment of the specialized formulas has been in co-operation with the industries themselves, the purpose being to devise formulas that will render the alcohol unfit for beverage purposes and yet enable the industry to employ the material in the most efficient manner.

"The protection and encouragement of lawful industrial alcohol use coupled with maximum protection of the public is the aim and object of the department's scientific work on this subject," says Dr. Doran. "The present development of the chemical industry in the United States and the fact that other countries are adopting some of our special methods is evidence of the constructive course pursued by the department. The present system of denaturation meets with the approval of those industries whose continued welfare is essential to the public good. A weak policy of denaturation would break down industry by making easy openings for illegal operations, would be contrary to sound policy and would actually lessen the protection afforded the public."

Assistant Secretary of the Treasury Andrews announced that Completely Denatured Alcohol Formulae Nos. 3 and 4 have been dropped. Previously Nos. 2 and 6 were revoked. This leaves only Nos. 1, 5 and 7 of the original seven. There are also still in use 47 specially denatured alcohols, including several used for perfumery and other toilet preparations.

Gen. Andrews Devises Zone System

Assistant Secretary of the Treasury Lincoln C. Andrews has announced that the United States is to be divided into five prohibition zones. Each zone is to be placed under the supervision of a general supervisor. The zone supervisor will act as a liaison officer between General Andrews

and local prohibition administrators. The territorial division of the five proposed zones will be determined after September 20, when General Andrews intends to call in conference all the local prohibition administrators. In the meantime prospective appointees will be trained for the position of zone supervisors. Each zone will have jurisdiction over land, seas and customs operations of the administration.

The Internal Revenue Bureau has issued the following Treasury order relative to the return of undelivered liquors and alcohol:

"Section 1550, of Regulations 60, Revised March, 1924, is hereby amended to read as follows:

"Where liquors, other than alcohol, transported by any carrier, are not delivered to the consignee and remain in the possession of the carrier, due to any reason, such as failure or refusal of the consignee to claim or accept them, failure to pay the carrier's charges thereon, stoppage in transit, or other cause, they may be retransported and returned to the consignor, pursuant to and upon receipt from him, of a permit to purchase on Form 1410A, and compliance with the other requirements of this article. Such permit to purchase shall name as vendor the person in possession of the liquors. Proper entry should be made on the records kept by the carrier to show that such liquors were not delivered to the original consignee and to show the return thereof.

"When alcohol or denatured alcohol cannot, for any reason, be delivered by the carrier at the point of destination, the carrier may return it to the original shipper, in accordance with the provisions of Section 197 of the Interstate Commerce Commission Regulations prescribed in pursuance of the Act of March 4, 1921. When alcohol or denatured alcohol is so returned, the carrier will notify the original shipper by telegraph and will forward a copy of the telegram to the Director of Prohibition at Washington, D. C., with a statement of the facts. The permittee to whom the alcohol or denatured alcohol is returned will make the necessary entries in his records and reports to show the receipt of the alcohol."

Other Alcohol Decisions

Another Treasury decision provides that alcohol and other distilled spirits purchased at forfeiture sales for denaturation, or for redistillation for denaturation, as provided by T. D. 3898, approved July 9, 1926, shall be transported from the place of purchase to the place of delivery by the mode of transportation prescribed by T. D. 3916, approved August 24, 1926.

A Treasury order relating to local transportation of medicinal liquors provides that all local transportation of medicinal spirits, except alcohol, from bonded warehouses and distillers' distributing agencies to wholesale druggists and retail druggists must be either by a railway express company, or by a duly bonded and permitted commercial carrier performing general transportation terminal service in connection with rail or water carriers. Administrators will approve only railroad or boat transportation for long hauls, and in the absence of available local bonded transporters, administrators will authorize transportation by wholesale or retail druggist vendees, or by such other form of delivery as is consistent with the safe delivery of the spirits and their protection from diversion or misuse.

A Treasury order relating to records and reports by retail druggists or pharmacists directs those doing business in states whose statutes require that physicians' prescriptions shall be kept by the druggist or pharmacist for a given number of years, shall forward to administrators, with the transcript of record of sales, Form 1455A, all filled and cancelled prescriptions, Form 1403, and after being checked and cancelled by administrators, they will be returned to the druggist or pharmacist.

FEDERAL BOARD CHARGES PRICE-FIXING TO 3,200 NEW YORK DRUGGISTS

WASHINGTON, September 15.—The Federal Trade Board has issued a complaint against the New York Pharmaceutical Conference, Inc., representing 3,200 retail druggists in New York City, charging that the organization had established resale prices among its members and had boycotted drug manufacturers who did not agree to the fixing of a resale price.

The New York Pharmaceutical Conference, in its answer, also made public by the Federal Trade Commission, denied the allegations of the commission, admitting only that a trade committee existed, the function of which is to disseminate propaganda concerning proper merchandising methods among manufacturers, jobbers, wholesalers and retailers engaged in the production and sale of drugs.

In its complaint, the Federal Trade Commission charged that the New York druggists had issued "courtesy cards" to the salesmen of manufacturers outside the State of New York who had agreed to their demand for the fixing of a resale price. Salesmen without these cards were unable to make sales in many cases, the commission stated. The complaint also charged that the conference threatened retail druggists that unless they adopted the resale price agreed upon, that they would be investigated by the Board of Pharmacy and the narcotic and prohibition authorities.

The complaint charges that lists of manufacturers allied with the Conference were printed in the periodical called the *New York Pharmacist* and otherwise brought to the attention of retail druggists in restricting dealings with manufacturers. The general allegation is given in the following paragraph, the others amplifying it:

"Paragraph Two: Beginning with 1924, the respondent, through its officers, agents and duly constituted committees, and particularly through its committee known as the trade committee, consisting of one delegate from each member of the conference, undertook to secure the adoption and maintenance by manufacturers, jobbers and wholesalers engaged in selling and shipping their products and commodities from outside the State of New York, in the City of New York, of resale prices for their respective products and commodities, consisting of drugs and sundries sold by druggists, and the adherence to such resale prices by retail druggists in its member associations; also to influence and induce the retail druggists, members of the local associations constituting the conference, not to purchase goods from manufacturers, jobbers and wholesalers who fail to adopt policy of resale price maintenance, and thereby to induce and coerce said manufacturers, jobbers and wholesalers to adopt such policy."

Dry Leader's Anecdote of Wet Days in Kansas

Dr. Arthur J. Burton of Kansas City, one of the Anti-Saloon League leaders, said on his recent visit to Washington:

"The man who believes from any straw vote that our country is wet at heart—well, that man sees no straighter than Lush.

"Lush in the old wet days, coming home late one night, began to growl and swear and snarl in a terrible way in the hall downstairs.

"What's the matter, love?" his wife called from her bedroom.

"Mather ish," growled Lush, "there's two hatracks here and I dunno—hic—which one t'hang m' hat on."

"But you've got two hats, haven't you?" called Mrs. Lush. "Hang one on each rack and come up to bed. You're tired, dear."—*Western Druggist*.

A. C. S. MEETING FEATURE OF MONTH

**Associations and Clubs Overshadowed by Philadelphia Sessions;
Papers at Golden Jubilee Session of Importance to Perfumers.**

The Golden Jubilee of the American Chemical Society was celebrated by the society with a general meeting held in conjunction with the Sesqui-Centennial Celebration at Philadelphia September 5 to 11. All sections of the society held meetings during the week and in addition to the sectional sessions, general meetings were held at which leaders in the chemical industry in this country and leaders in scientific thought from abroad, delivered important addresses indicating the progress of science in industry and making numerous predictions regarding the trend of further scientific development during the next few years.

More than the usual publicity was secured for the session in the daily press although, of course, only the more spectacular features and predictions were thus given to the public. The real work of the Society is conducted principally in the sectional meetings and the programs of all of these showed material of considerable interest and importance not only to individual trades but to chemistry in all lines.

A feature of the opening day of the meeting was a pilgrimage to the grave of Joseph Priestley, discoverer of oxygen and by many termed the father of modern chemical development. Priestley is buried at Northumberland, Pa., and it was at his grave fifty years ago that the idea of the American Chemical Society was first conceived. At this meeting a history of the Priestley House at Northumberland was read by William H. Walker and the story of the birth of the American Chemical Society was told by S. A. Goldschmidt and A. A. Breneman, surviving members of the group of 77 chemists who met there in 1874 and from which the Society originally sprang. C. A. Browne told of Priestley's life in Northumberland and gave an interesting description of the Priestley relics on display in the museum.

Division of Organic Chemistry

Of particular interest to the perfume industry were the meetings of the Division of Organic Chemistry of which Dr. Marston T. Bogert of Columbia University is chairman. These meetings were held on September 7 and much of interest to the industry was brought out in them. Of particular interest and importance was a paper by Justin Dupont and another representing the research work of Dr. Bogert and Arthur Stull in the synthesis of certain compounds of selenium. During the research which preceded the completion of these syntheses, facts of great importance to the future of the perfume industry and especially its relation to the synthetic chemical industry were discovered.

Mr. Dupont in his address presented no new experimental facts. He outlined the growing importance of the synthetic chemical industry to the perfume manufacturer covering the various synthetic raw materials which have come into increasing use in the industry. He asserted that beyond doubt the synthetic industry had been of tremendous help to the perfumery industry: First, by allowing the perfumer by the use of the various synthetic materials, to produce at a low price numerous articles for general consumption and Second: by enabling him to get outside the circle of natural raw materials and produce odors closely approximating those of such flowers as the lilac, from which the natural perfume has never been extracted.

Thus it can be said that synthetics are widening the field

of the perfumer. The speaker pointed out, however, that it is not now possible to make the finest perfumes from synthetics alone. Some low and medium grade perfumes contain very little flower essences but the best types still employ them. Mr. Dupont stated, however, that it is not possible now for the chemist to produce all the myriad elements present in minute quantities in flower odors for he does not yet know even what they are.

Odor and Molecular Structure

The paper by Dr. Bogert and Arthur Stull was of even more pressing and immediate importance to the industry. In the preparation of selenium compounds, the authors prepared substituted benzoselenazoles by the action of aldehydes or acyl halides with ortho-aminoselenophenol or its zinc salts. In this way compounds were prepared substituting phenyl, paranitrophenyl, paraaminophenyl, a-furyl or a-thienyl groups. It was found that the 2-phenyl, 2-furyl and 2-thienyl compounds thus produced all exhaled the geranium or tea-rose odor characteristic of 2-phenylbenzothiazole.

The relationship of molecular structure to odor, the authors believe, is established in these experiments with benzoselenazoles. If further experiments with other products confirm these results, it is highly probable that the experience of the dye and pharmaceutical industries will eventually be repeated in the field of perfumes.

Dr. Bogert pointed out, however, that he was probably more sanguine in his expectations than are those in closer touch with the industry due probably to the very fact that he is not so closely affiliated with it. He indicated that science furnished additional material for the artist, the perfumer, who, while not of necessity a scientist himself, takes the materials which science furnishes him and blends them into a pleasing whole. He indicated that natural products must eventually give way, but that the natural product industry had nothing to fear for the immediate future.

Priestley Medal to Smith

In the course of the general sessions of the Society, the Priestley Medal for accomplishment in the field of chemistry was presented to Dr. Edgar Fahs Smith. Irénée du Pont discussed the future of the dyestuff industry. Prince P. Ginori Conti told of recent chemical developments in Italy.

Sensational predictions regarding the role of chemistry in the future of world affairs were made by Dr. James F. Norris, president of the American Chemical Society, and by Irving Langmuir, who spoke on atomic hydrogen. While some of the statements made seemed rather fanciful, so rapid has been the progress during the last few years that it is exceedingly probable that the developments which they anticipate will actually take place in the not too distant future.

Special excursions to the Sesqui-Centennial and to numerous industrial plants in the Philadelphia district rounded out the week of activities and made the Golden Jubilee meeting one to be remembered by all who took part in it.

C. Ph. A. Officers

E. A. Foster, Charlottetown, P. E. I., was elected president of the Canadian Pharmaceutical Association at the closing session of the 14th annual convention of the organization in Montreal recently. Other officers chosen were: Hon. presidents, John Higginbotham, Lethbridge, Alta.; J. F. Roberts, Toronto, Ont.; Charles E. Scarff, Montreal;

vice-president, G. A. Lapointe, Montreal; chairman of the council, G. A. Burbridge, Halifax, N. S.; secretary-treasurer, Dr. R. B. F. Stanbury, Toronto, Ont.; solicitor, F. S. Mearns, Toronto, Ont. Regina, Sask., was chosen as the venue for the annual meeting of 1927.

NATIONAL HAIRDRESSERS' CONVENTION

The sixth annual convention of the National Hairdressers' Association, which was held in the week of September 13 at the Benjamin Franklin Hotel, Philadelphia, was the most successful in its history. Large delegations were present from New York City and all over the country. A party of 125 came by special train from St. Louis, Chicago and other Mid-West points.

President C. W. Godefroy's annual address showed both the industry and the association to be in prosperous shape, with the outlook bright for the future.

A feature was an address by Miss Hazel Kozley, editor of the *American Hairdresser*, in which she made a scathing attack on bobbed hair. A few of the offenses she charged to short locks were baldness, ugliness and loss of feminine charm. She predicted the return of the exposure of the ears, which she said would be rouged a delicate pink, or some other appropriate shade.

LONG DISTANCE PHONE RATE CUT

Announcement has been made by the New York Telephone Co. of a revised schedule for long distance calls which will go into effect October 1. Some readjustments have been made in the basic rates but the most important revision has



TELEPHONE REPEATER STATION, CRETE, ILL.

been made in the rates and hours for calls after business hours. The new schedule will represent considerable savings for concerns able to take advantage of the night rates, the revisions in these rates being of considerable importance. Reduced rates on these long distance passages will begin at 7 P. M. instead of at 8:30 P. M. as at present. The rate between 7 P. M. and 8:30 P. M. will be approximately 75 per cent of the straight day rate while the rate from 8:30 P. M. to 4:30 A. M. will show a saving of approximately 50 per cent for the user.

The technical work of the telephone service, especially in regard to long distance calls, has been steadily improved during the last few years. The improvement has been due in large measure to the so-called "Repeater Station" service.

Motoring through the country these days, many a traveler glances admiringly at certain "spick-and-span" buildings that have sprung up here and there along the highways. Frequently he flings a curious "Wonder what that's for?" at his fellow tourists.

If by chance, his companions know what's what in the

realm of telephony, the answer is readily produced. "That," he hears, "is a long distance repeater station."

The term—"Repeater Station"—suggests the use to which the buildings are put, for among the many intricate pieces of telephone apparatus under their roofs the telephone repeater or voice amplifier plays a vital part in strengthening and sending on to the next station the currents flowing over the long distance lines.

The telephone repeaters or amplifiers consist of vacuum tubes, transformers and associated apparatus. They are mounted on panels, the panels in turn being placed one above the other on iron racks extending from floor to ceiling. On some of the large cables there are as many as 250 repeaters in each station. Adjacent racks contain miscellaneous equipment such as that for ringing on the circuits, simultaneous telephone and telegraph operation, telegraph repeaters, and so on.

In another section of the building is found the power equipment. A local source of electric power is brought into the power switchboard, and from this point it is distributed to the various motors which drive the direct current generators and ringing machines. A large storage battery is so connected to the generator that in the event of a failure of the commercial source of power this battery would operate the telephone apparatus.

Repeater stations are invariably of pleasing architecture and tastefully landscaped, harmonizing with the residences or other structures of the communities near which they are located. All of them are constructed of fireproof material.

On the New York-Chicago cable route alone there are seventeen repeater stations each performing its part in providing long distance telephone service of a standard impossible a few years ago.

A COMMUNION OF CONFIDENCE

Friendship is a communion of confidence and how unhappy a man must be in not having friends.

By "friends," I mean having that great sense of satisfaction that comes to the individual who can win and hold the confidence of worthy men, observes a writer in the *Silent Partner*. Friends are about the only thing in the world concerning the value of which all mankind are agreed.

Friendships stimulate our desire to be respected.

When two men are true to each other, as true as they are to themselves, the foundation for friendship is well laid.

Men cannot be expected to enjoy the firmest friendships unless they are willing to pay the price. Valuable friendships cost.

The trouble is that we often look for the great gift of friendship without the cost of pain, pains or price.

We exact from others what we are not willing to give. We often expect from others what we do not deserve, then when we fail to realize on our expectations, we criticize the fraternity of friendship instead of condemning a personal fault.

Lasting friendships brook no "bunk." Friends have a way of occasionally and tactfully testing each other. The confraternity of concord, the fellowship of friendship has its suspicious seasons, but when friends are faithful the outcome is wonderful.

When there is no confidence, friendship is a mere counterfeit that even an enemy will disdain to accept.

Friendship is a communion of confidence, nothing more, nothing less.

Owens the Circus

The hot-air man may be a good ballyhoo expert, remarks *Silent Partner*, but the quiet, sound, conservative man owns the circus.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our last report, D. T. Gunning, president; Thomas J. Hickey, general counsel; Richard H. Bond, first vice-president and chairman of the legislative committee, as well as the other officers and committees have worked in the usual fashion to advance the interests of the members of the Flavoring Extract Manufacturers' Association of the United States.

Several important decisions and rulings on the alcohol question have been made since our last report. These will be found discussed in some detail in our Washington letter. It is doubtless gratifying to members of the association to know that the various committees and officers of the association operated actively in securing modifications of some of the unfortunate or ill-judged rulings of the Prohibition Enforcement officials, as well as to learn that such modification has actually been secured through their efforts in co-operation with other trade bodies considering the same subjects.

The position of the association on matters of this sort has been clearly and definitely defined and much has been accomplished by the efficient work of Executive Secretary Hickey in this respect. State legislative difficulties have not been much to the fore during the month, few of the legislatures being in session. In addition, the approach of election is tending to minimize discussion of such matters, the attention of local authorities being taken up to a greater or less extent with matters of local politics or purely local interest. Attention, however, is called to recent West Virginia alcohol rules, printed on the following page. In all respects the routine executive work of the association is going forward in the usual effective fashion.

SODA WATER FLAVORS MANUFACTURERS

The work of the National Association of Manufacturers of Soda Water Flavors under the direction of President August Peter and Secretary Thomas J. Hickey has been continued in its usual efficient manner since the report contained in our August issue.

The usual bulletins of timely interest to the members of the association have been issued through the secretary.

Most important in the developments of the month has been the work of the officers in conjunction with officials of other trade associations in securing modification of some more or less ill-judged regulations issued by the Prohibition Enforcement authorities. The work which has been accomplished along this line will be found in our Washington Letter, printed elsewhere in this issue. Special attention is called to alcohol requirements in West Virginia, printed on the next page.

SODA-WATER TRADE SHOWING RAPID GROWTH

An increasing demand by the American public for soda fountain refreshments is indicated by the increased production in the United States of equipment known as soda-water apparatus, according to a report of the Department of Commerce. Records reveal that the needs of refreshment dispensers during 1925 caused an increase of more than \$5,000,000 in the production of soda-water apparatus, the report stated.

According to data gathered at the biennial census of manufacturers for 1925, establishments engaged primarily in the manufacture of soda-water apparatus in that year reported a total output valued at \$23,359,851, of which \$20,769,159 represents soda-water apparatus, and \$2,570,692 covers other products, such as heating specialties, carbonated gas, etc. The total value of products shows an increase of 28.6 per cent as compared with \$18,169,234 in 1923, the last preceding census year.

Of the 60 establishments reporting for 1925, 18 were located in New York, 10 in Illinois, 5 in New Jersey, 4 in Massachusetts, 3 in Pennsylvania, 2 in California, 2 in Colorado, 2 in Maryland, and 14 in other States. In 1923 the industry was represented by 66 establishments, the decrease to 60 in 1925 being the net result of a gain of one establishment and a loss of seven. Of the seven establishments lost to the industry, four had gone out of business prior to the beginning of 1925 and three reported commodities other than soda-water apparatus as their principal products and were therefore transferred to the appropriate industries.

Java Vanilla Production

During the next few years, says the *London Chamber of Commerce Journal*, it is anticipated that a considerable increase will take place in the area planted to vanilla in Java, provided, of course, that prices do not fall so as to make production unprofitable. One estimate is to the effect that within five years the output of Java vanilla will reach 150,000 lb. in a normal season. It is stated by the Bureau of Commerce of Java that the product grown in the island is not so large and handsome as that produced elsewhere, as in Java all blossoms are fructified if possible, quantity, rather than quality and outer appearance, being desired. Exports are not large, but a considerable quantity of vanilla is consumed in Java. During 1924 the exports of vanilla from Java were 26,102 lb., compared with 44,727 lb. in 1923 and 26,922 lb. in 1922. The United States is the largest purchaser, taking in 1924 19,460 lb., followed by Great Britain, 3,695 lb., Holland, 1,713 lb., and France 1,219 lb.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of THE AMERICAN PERFUMER.

CONSULS REPORT ON VANILLA

Prices received for vanilla beans in Tahiti, Society Islands, during the quarter ended June 30, 1926, were slightly in excess of the prices received during the first quarter, states American Consul Lewis V. Boyle, Tahiti, in a report dated June 30, 1926. In April vanilla beans sold at Papeete at 125 francs to 160 francs per kilo (\$1.90 to \$2.40 per pound at the rate of exchange of \$1.00 equals 30 francs). In May the same prices prevailed as in April; and in June prices reached 165 to 190 francs per kilo (\$2.15 to \$2.45 per pound, at the rate of exchange of \$1.00 equals 35 francs). The partial recovery of prices from the low levels of the preceding six months has stimulated the production of vanilla beans and many exporters and planters are expecting again the high price levels of 1923 and 1924.

In a report dated July 13, 1926, Vice Consul Willys A. Myers, at Vera Cruz, Mexico, states that weather conditions have been very good during the months of April, May and June for the 1926-27 vanilla crop. There has been an abundance of rain and plenty of hot days. The flowering this season started later than in previous years. With favorable weather conditions the present indications are for a good normal crop of vanilla beans. The beans are developing well and already are of a good size.

WEST VIRGINIA ALCOHOL RULES

State Commissioner of Prohibition W. G. Brown of West Virginia has been succeeded in office by Ross Wells who, under recent date, has written W. L. Crounse, Washington representative of the National Wholesale Druggists' Association as follows:

"While I am, at present, requiring monthly reports of alcoholic preparations shipped into the State only in the case of rubbing alcohols, sweet spirits of nitre in bulk, and angostura bitters only, I must be assured that I can obtain detailed report of all preparations shipped to any dealer during any given period of time should such information be required.

"I shall also require each wholesale dealer to furnish me with the name and permit number of each customer to whom he had made shipments of alcoholic preparations required to be handled under permit during the current year. This information will be requested within the next forty or sixty days."

Jobbers shipping alcoholic preparations into West Virginia, says Mr. Crounse, should advise Commissioner Wells of their willingness to supply all possible data as to alcoholic preparations shipped to any particular dealer during any reasonable period of time *should such information be required*. It is assumed that requests for such information will only be made in special cases in which emergencies arise.

Jobbers may obtain the permit numbers of their customers by applying to them in the event that they have not already secured the data.

Patent for a Coffee Substitute

Coffee substitute. J. L. Kellogg. U. S. 1,544,648. Sprouted grain, e.g., wheat and rye, is dried, inverted, again dried, and bran starches are converted into maltose by soaking bran in the inversion liquid from the grains. The grain and bran are then separately roasted and mixed. U. S. 1,544,649 specifies addition also of a caramel liquid, before or after the roasting.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 14,101 to 14,300, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., there are none of special interest to our flavoring extract readers.

There are three olive oil violations reported. Two seizures were condemned, forfeited and released under bond. One seizure was forfeited, ordered relabeled and sold.

Grape Flavor Tests Revised

The fragrance of grapes and grape juices has been accurately and quickly measured by a new method developed by the Bureau of Chemistry, it has just been announced.

Bureau chemists have worked out an exact quantitative method for determining anthranilic acid ester, and the total esters and total free volatile acids can be readily determined by well known methods.

In laboratory experiments with 84 samples of whole grapes representing about 55 varieties, the anthranilic acid ester was found to vary from 0.00 to 3.80 milligrams per kilogram. The fact that this constituent has been found in the table grapes but not in the wine grapes is believed to offer a clue to the identification of species.

Contrary to general opinion, the experiments showed, the volatile flavor of grapes is not contained almost wholly in the skins. Substantial proportions were found in the pulp and almost as much was found in the residue after pressing as in the juices pressed out.

Anthranilic acid ester tends to disappear from grape juice which is stored, it was stated, so that juices from some grapes lose their flavor and fragrance in a comparatively short time. The anthranilic acid ester in 14 samples of commercial bottle grape juices of unknown origin was found to vary from 0.00 to 1.35 milligrams per liter. The volatile esters in eight of these samples varied from 5 to 29 milligrams per liter.

Georgia Inspector Prominent Pharmacist

T. A. Cheatham, State Drug Inspector for Georgia, graduated in Pharmacy in 1875, and was the first president of Georgia Pharmaceutical Association after it became a chartered body.

Food and Drug Inspection Work

W. R. M. WHARTON. *Am. Food J.* 21, 123-4 145-7 (1926).—An address delivered by Mr. Wharton in which he describes the "job" and discusses salary, youth vs. experience, and course of training—preliminaries, observation, field experience, preparation of reports and course of study.

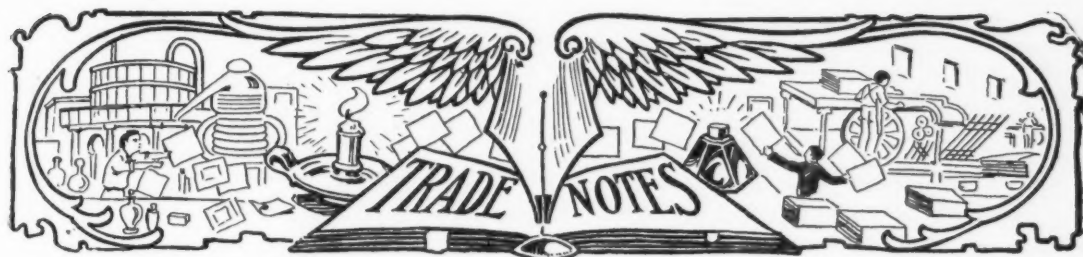
Girl Bathers Use Lipsticks as They Float

Waterproof vanity cases enable girl bathers along the Basque coast to keep their lips, eyebrows and complexions up to the mark, even when they are in the water, says a correspondent at St. Jean de Luz, France.

Small cases have been devised which the bathing girls slip under their rubber bathing caps. Some expert swimmers rouge their lips while floating on their backs, but most swimming beauties touch up their faces on the diving rafts and floats.

Peppermint Oil Imports Into the United States

Imports of peppermint oil into the United States increased from 376 pounds in 1924 to 25,123 pounds, valued at \$155,-682, in 1925.



The special course on perfume materials under the direction of Professor Curt P. Wimmer will open at the College of Pharmacy, Columbia University, on Tuesday evening October 5. Plans for the course include, in addition to the usual lectures, addresses by several prominent authorities on the technical side of the essential oil and perfume industries. A prospectus is in course of preparation and may be had upon application to Prof. Wimmer.

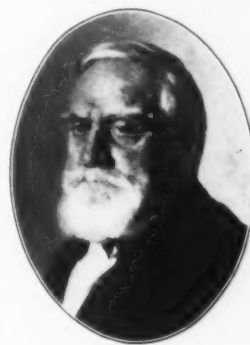
Offered herewith is another photograph of H. Henry Bertram, head of A. P. Babcock Co. and secretary of the American Manufacturers of Toilet Articles. Mr. Bertram as a Captain of Cavalry, spends a part of each summer at the New Jersey National Guard encampment at Sea Girt with his troop. His work in training the state soldiery keeps him fit for his activities in business and the active work of the association. That the industry appreciates that Mr. Bertram is always fit was evidenced by his re-election as secretary at the last meeting of the association. That he is every inch the handsome soldier and that he has an excellent mount as well will be apparent to any judge of men and horseflesh who glances at the accompanying photograph. The work at the encampment consists of field training for the National Guard units with actual practice on a more extended scale than is possible in the armories and drill sheds. The training forms a part of the regular duties of National Guard members and is undoubtedly of great value in building up and maintaining the National defense as well as valuable in the physical and mental discipline which it affords the individual civilian soldier.



H. HENRY BERTRAM

Louis L. Rapin, assistant manager of Etablissements Chiris of Paris and Grasse arrived in Quebec, September 14 on the *Antonia*. M. Rapin will visit friends in Quebec before coming to New York. He expects to remain in this country for about nine months during which time he will visit the trade throughout the country.

A veteran of the soap industry celebrated, on August 9, his ninetieth birthday by going to his office and carrying on his usual routine duties. However, on that day, James N. Gamble, vice-president of the Procter & Gamble Co., found his routine interrupted by almost innumerable congratulatory messages which reached him from every quarter of the globe. Mr. Gamble was born in 1836. His early education was gained at Chickering Institute, Cincinnati. Leaving there, he entered Kenyon University in 1848 and was graduated in 1854.



JAMES N. GAMBLE

Upon the advice of his father, he rejected opportunities of entering the legal profession, deciding rather to enter the business of soap manufacturing. He started at the bottom, learning the operations of each department and thus gained a general knowledge of the affairs of the company which he put to good use later when he became superintendent, a position which he held until his retirement in 1890. Since that time, while identified with the Procter & Gamble interests, he has devoted his time largely to philanthropic work. He is connected with many Cincinnati charity organizations, a director of the Associated Charities, a supporter of the Children's Home, Good Will Mission and numerous other enterprises of the sort in his native city.

Mr. Gamble is the oldest living alumnus of Kenyon University and the oldest member of the Delta Kappa Epsilon fraternity. His many friends in the soap industry will wish him many more years of activity and usefulness.

Representing the perfumery and allied industries at the Sesqui-Centennial Celebration in Philadelphia were a few representative firms. A section of the Liberal Arts and Manufactures Building at the Exposition was given over to displays of this sort. Prominent among the firms represented in the section were the Spring Stopper Co., the Lundborg Co., Conti Castile Soap Co., and Armand Co. Of the displays, that of Armand was the most elaborate. The booth of that company was decorated in the fashion of the Louis XV period, a feature being a sedan chair, 175 years old. The booth was in charge of Miss Myrtle Clark assisted by Miss Neva Young. Samples were distributed and those in charge of the display indicated that good results in the way of interest had been secured.

Samuel Alsop, president of the Alsop Engineering Co., New York City, has returned from a three months pleasure and business trip abroad where he had an unusual opportunity to examine many of the leading toilet preparations and pharmaceutical plants.

In view of the fact that labor is so cheap abroad, manufacturers of labor-saving machinery find it difficult to dispose of their equipment on the ground of economy and so, in order to make sales, the precise workmanship, particularly in filling machines and other similar machines, has to be emphasized.

Mr. Alsop reports that a number of European houses were favorably impressed with Alsop equipment and that he did a fair sized volume of business.

Much of his time was spent in recreation and in visiting places of interest in Italy, Switzerland, and France. While in France, he spent four days visiting the battlefields, and in Loos, met a companion who was with C. E. Crowley, now general manager of the Alsop Engineering Co., when he was wounded in that place in 1915. Mr. Crowley was a member of the 24th Division of the British Army and for 2½ years served in the Royal Air Force.

François Goby-Tombarel of the Société Anonyme Tombarel Frères, Grasse, France, arrived here for a visit to the American representatives of his company, Orbis Products Trading Co., New York City, on the *Paris* September 7. With C. H. Alker of Orbis Products, he is now visiting the trade in Canada and the West. He will remain in this country until about November 1. Interviewed by a representative of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW regarding the flower crops of the present season, Mr. Goby said that the rose crop was short. Heavy stocks were left over from the last crop, but this has been offset almost entirely by a large demand for oil.

The jasmin crop started late like other crops on account of unfavorable weather conditions. To make up a normal quantity September must be a good month and show a heavy yield. Although the price in gold started at a low level, the cost of the absolute may work out at higher levels later, the determining factors being the weather during September, exchange fluctuations and the later demand for goods. A large part of the new crop has already been sold.

In Mr. Goby's opinion, the price of lavender in francs is too high, compared with the value of the oil before the war. The pre-war price was approximately 30 francs per kilo. In the normal ratio, it should be about 250 francs per kilo, at present. In reality, it is now about 350 francs per kilo. This will undoubtedly result in a reduced demand for the oil.

Dennison Manufacturing Co., Framingham, Mass., paper specialties, has appointed the G. Lynn Sumner Co., Inc., New York advertising agency, as advertising counsel.

Among recent visitors in the New York market were Floyd K. Winegard, president of Commercial Laboratories of Newark, N. Y. and Wm. H. Newton, factory manager for C. H. Stuart & Co., also of Newark.

Attention is called to the announcement of George E. Davis, Inc., 214 Hudson street, New York City, appearing



GEORGE E. DAVIS

on advertising page 82 of this issue. Mr. Davis has for a long time been experimenting with various innovations in sprinkler tops and finally hit upon the ideas outlined in his announcement to the trade. He was formerly connected with F. W. Fitch Co., Des Moines, Iowa, as vice-president and chief chemist, a position which he resigned on July 1, 1926, to establish himself in his present enterprise. His new product features free flowing, one hand operation and non-removable plug details in sprinkler top manufacture.

How a comparatively little known English soap overcame what seemed to be very obvious difficulties and successfully invaded the American market is told in interesting fashion by Cecil Smith, vice-president of Yardley & Co., Ltd., London, England, in a recent issue of *Printers' Ink*. Five years ago, the company decided to introduce its Lavender Soap in the American market. It found at the outset that the scent was not a popular one and that the price was considerably out of line with the trend of American soap trade advertising. In addition, the company was unable to advance a huge advertising appropriation at the outset, something which was considered another severe handicap.

The policy which was adopted by the company as a start in June, 1921, was to place the product in a few of the best stores, emphasizing that it was a "luxury product" and attempt to extend sales on this basis. Starting with one salesman and virtually no advertising campaign and working in direct contrast to the methods of competitors, the business has been built up to quite satisfactory totals. In his interview Mr. Smith gives five reasons for his apparent success in the introduction of the product.

He says, "First, products of quality put there by 150 years' experience.

"Second, an above-board policy with dealers including no inside prices and discounts.

"Third, no hidden demonstrators.

"Fourth, an undeviating policy in advertising.

"Fifth, emphasis on the product as a luxury product without claims of medicinal, skin food or other merits."

Paul J. Volgan formerly service manager and account executive with Carroll Dean Murphy, Inc., advertising specialists of Chicago, Ill., has resigned that connection. From September 1, Mr. Volgan has been connected with the recently organized Container Corporation of America, 111 West Washington Street, Chicago in the capacity of advertising manager.



FRANÇOIS GOBY-TOMBAREL

Perfumers and other users of powder puffs will undoubtedly be interested in the series of views of the plant of Maurice Lévy, New Rochelle, now appearing in the advertisements of that concern. It is interesting to note that a manufacturer of an article of such relatively small importance in the industry should show such growth and that any single establishment for such a purpose should have been developed to such an extent.

The accompanying photograph, taken on August 16 in the Hofbrauhaus at München, Bavaria, shows how Mr. and Mrs. Frederick Schang have been spending at least a part of their time while abroad. Naturally, we have no exact knowledge as to the contents of the barrel but from the expression on Mr. Schang's face, we feel that we may be



MR. AND MRS. FREDERICK SCHANG AND MR. AND MRS. C. F. W. GRAEF

pardoned a lively suspicion. The message which accompanied the photograph stated that Mr. and Mrs. C. F. W. Graef of New York, shown with Mr. and Mrs. Schang left by aeroplane for Frankfort shortly after the picture was taken. It failed to tell how long the rest of the party remained in München, but again we have what we feel to be pardonable suspicions. Mr. Schang, who is president of Lorscheider-Schang Co., Inc., manufacturers of paper boxes, New York and Rochester, N. Y., writes that he and Mrs. Schang will leave for home on the *Roma* which sails from Genoa on September 21. We are sure that deep sighs will accompany every glance he gives to this photograph when he arrives in more arid regions.

On August 28 a deluge of boiling soap, cascading down stairways, pouring down elevator shafts and bursting out to the street with a great rush caused 300 workers at the Palmolive plant in Milwaukee to scurry for safety. Many beat the hot and foaming flood as it raced down from the fourth floor of the building. Others, who had gained experience in previous flows of soap, climbed toward the top of the building on fire escapes. The rescue squad of the fire department hastened to the building, but there was nothing to do but watch the soap run over the sidewalks and into a gutter. Three automobiles parked at the curb were covered, the soap bursting from windows on second and third floors and splashing down on the cars.

This is the second occurrence of this sort at this plant within the past year. Previously several employees lost their lives and others were badly injured.

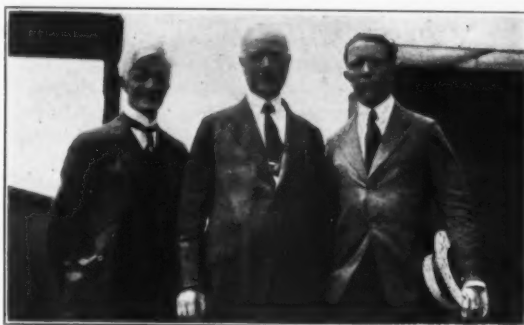
W. J. Bush & Co. are this month celebrating the 75th anniversary of the founding of their business. Starting in 1851, the company has been steadily growing and progressing ever since and now in addition to the parent concern in London and the American branch, W. J. Bush & Co., Inc., of New York City, has branches and connections in practically all parts of the world. The American laboratories of the company under the direction of Dr. R. S. Swinton are located at Linden, N. J. An American manufacturing branch under the direction of the W. J. Bush Citrus Products Co., a subsidiary is at National City, Cal., where California oil of lemon, oil of orange and apricot kernel oil are manufactured. In addition to these products work is being done on various other articles at this plant.

A Canadian branch of the company is operated with headquarters at Montreal where the concern has an entire building. This branch is operated under W. J. Bush & Co. (Canada) Ltd. It works in close conjunction with the home-office and the New York concern.

The present head of the Bush interests is James M. Bush while the American company is operated under the direction of C. Blair Leighton. In addition to the New York office and the Linden works, the company has established branches at Boston, Mass., and Chicago, Ill. Three plants are in operation in England, at London, Mitcham and Widnes. A French manufacturing



JAMES M. BUSH



DR. R. S. SWINTON, C. BLAIR LEIGHTON, R. RIGHTON WEBB

plant is located at Grasse and in addition, the company, which specializes in citrus oils, operates a plant at Messina, Italy, for the production of Italian citrus products.

Joseph E. Macry has been named salesman in the Metropolitan District for the products of the Metal Package Co. Mr. Macry is thoroughly familiar with all features of the company's products. He has been with the Metal Package Co. for twelve years during which time he has been trained in all departments of the plant and has secured a thorough knowledge of the manufacturing and decorating ends of the business.

François Amic, a director in Etablissements Roure-Bertrand Fils, S. A., Grasse, France, arrived in New York on the *Paris* September 8. He plans to spend about six weeks in the United States during which time he will visit friends of the firm in principal cities, and will convey to them information regarding the floral and raw material situation in the Grasse region.

In an interview with the Editor, Mr. Amic said in part:

"When I left Grasse on August 28th, the daily deliveries of *jasmin* flowers had not reached their maximum, but if the month of September is hot, and if October is sufficiently fair as is hoped, the crop will be normal. This is necessary because the stocks were completely exhausted at the beginning of the new crop, and the demand seems to be active. Although the price of *jasmin* has been naturally affected by the advance of the foreign exchange, its gold value is at present a trifle lower than it was last year, and this fact protects at the same time the interest of the growers, as well as that of the consumers.

"The lavender crop is short due to the abnormally cold Spring. The greater part of the stocks of oil of last year's crop which were still on hand at the beginning of the Summer seems to have been disposed of. Notwithstanding the small demand during the month of August the price of the grass has advanced to a comparatively very high figure. This is due, at the same time, to the decline of the French franc, and to the shortage in the crop. This explains why the price of the oil did not decline in the same proportion as the French franc. At present the prices do not seem to be stabilized, but it is possible that should the demand become active an advance will take place; if the quantity distilled this year should be larger than the demand, the advance will be only temporary, while, on the other hand, it would become permanent if the quantities distilled do not meet requirements.

"After a short advance caused by the advance of the Bourbon geranium, and by the decline of the franc, African geranium has recently reacted to an advantageous price. It seems that one would not be taking great chances in covering normal requirements at the present price, which is as low as the price formerly quoted under favorable conditions. It is true that the production of Bourbon and African geranium has become very important, but the low price quoted during the past year has increased the demand. On the other hand, it may be feared that the growers will partially abandon the culture of geranium if the prices were to be stabilized much lower than the present prices."

Mr. Amic states that business is good abroad, and that if, as anticipated, the business in the United States remains active until the end of the year, 1926 will be one of the best years on record.

Edmond's, Philadelphia, manufacturer of Edmond's permanent waving machines and toilet specialties, has appointed the J. H. Cross Co., advertising agency of that city, to direct its advertising account.



FRANÇOIS AMIC

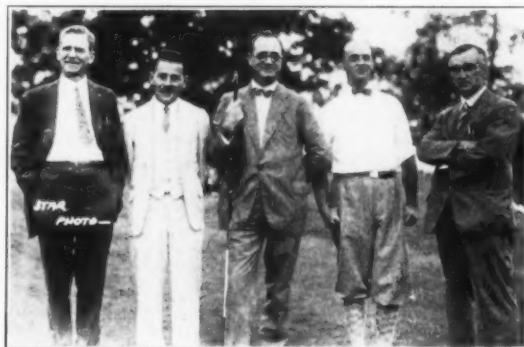
The Monsanto Chemical Works, St. Louis, have developed a new lithographed container for 5-pound shipments of granular saccharin. In design, the new container harmonizes with the recently developed safety containers now in use for one pound saccharin shipments.

U. S. Industrial Alcohol Co., in the first six months of 1926 did a larger volume of business than in the first half of last year says the *Wall Street Journal*. Due to low price levels for alcohol, earnings were considerably lower, but profits have been made every month this year. Despite fairly low announced price for autumn and winter delivery, it is expected a large volume of anti-freeze solution business, the back-bone of alcohol sales, will be done at higher prices. Conservative price schedules should have the effect of discouraging large surplus production and piling up of stocks at this time, and should leave the field clear for better prices when winter demand sets in in earnest.

There is still a large volume of molasses in this country and Cuba. Distress lots have disappeared, and prices are more stable, but little change has occurred.

Industrial Alcohol's inventories of raw materials and finished goods were carried at \$5,512,926 at the close of 1925. Sharp drop in molasses prices resulted in a loss of about \$1,500,000. These inventories are being slowly but surely worked off, and it is expected that they will be in sound liquid condition by the end of this year.

The annual triangular golf tournament of the Long Island City Lions, the Flushing Lions and the Queens Rotary Club was contested on the Pomonok course on August 26. Thirty-seven golfers teed off in the tournament which was as hotly contested as an Open Championship, even though not all of the scores would have done credit to a Jones or a Hagen. Among the winners, shown in the accompanying photograph,



LEFT TO RIGHT: I. STEWART, A. E. BOMEISLER, W. E. CODE, CARL MEYER, PAT MOORE
ROTARY CLUB GOLF WINNERS

was A. E. Bomeisler, of the Imperial Metal Mfg. Co. who represented the Long Island City Lions. He tied for fourth low net prize with Carl Meyer of Flushing.

The winners in the tournament were awarded prizes in the form of merchandise orders and Mr. Bomeisler is now the proud owner of a new pair of golf hose and a knitted tie. He believes he will finish higher next year and secure an even better prize. Following the tournament, the golfers enjoyed a fine dinner in the grill of the Pomonok Club. At the dinner, the golfers were invited to compete in the Rotary tournament at Brookville, L. I., on September 21.

Conny Manufacturing Co., manufacturers of powder puffs has been compelled to move into new and larger quarters at 54 West 22d street, New York City, in order to handle its increasing volume of business. The new quarters afford three times the space of the old location on Third avenue and have been equipped with new machinery throughout. The company was founded by Miss Nelly A. Rice, who has been identified with the toilet preparations industry for seven years, on January 1, 1923, and since that time has made steady progress. L. W. Hammel has joined the organization and is in charge of sales.

In 1886 Seeman Brothers, New York, White Rose food products, including flavoring extracts, was organized with a capital of \$12,000. With the exception of small additions to the original capital, the business has been built up out of earnings to its present position, with earnings of \$486,449 reported for the year ended June 30, 1926.

Joseph Seeman, president, in a recent statement reports that over \$2,000,000 has been expended in advertising the White Rose brand of tea and other White Rose products, and as a result sales have shown a steady increase. The net sales of Seeman Brothers have increased 51.1 per cent in the last five years; from \$10,533,020 in 1922 to \$15,918,624 for the year ended June 30, 1926.

The firm has long been a member of the Flavoring Extract Manufacturers' Association and L. B. Parsons, who is associated with it, has held office and been active in its affairs, having been a member of the Entertainment Committee at the Briarcliff Manor convention last June.

William H. Green, 469 Fifth avenue, New York City, recently completed his twentieth year in this industry. Starting in 1906 as representative of a paper box company, since out of business, he progressed rapidly owing to his unusual merit, straightforward character and pleasing personality.

In 1907 he made a connection with the Addison Lithographing Co., of Rochester, N. Y., as New York representative. This important position he still holds and through his efforts the business of the company has been greatly developed in the metropolitan district.

Five years later Mr. Green was appointed to the staff of the Tin Decorating Co., Baltimore, Md., and is now special representative for that company in the drug and toilet preparations field in New York and vicinity.

Mr. Green is an ardent golfer and a member of the Pomonok Club, Flushing, L. I.

His many friends join in wishing him at least another twenty years of successful business activity.

Indiana manufacturers of supplies used in beauty treatments are preparing a program for the first Indiana Beauty Educational Convention which will be held at Indianapolis September 27 to 30. Manufacturers of supplies in many large centers have already reserved space and the proposed exhibit is attracting considerable attention.



W. H. GREEN

J. F. Roten of the White Oil department of L. Sonneborn Sons, Inc. who has been in Europe on a business and pleasure trip is expected to return before October 1.

Returning from Europe on the *Leviathan*, which arrived on August 16, Jean Bagaroff, owner of Bagaroff Freres commented on the rose crop prospects in Bulgaria. Mr. Bagaroff reported that the crop this year began on May 25 and ended on June 15. King Boris of Bulgaria was the guest of Messrs. Bagaroff in Bania during the period of the rose distillation and the accompanying photograph showing the



LEFT TO RIGHT: VELIZAR BAGAROFF, MRS. JEAN BAGAROFF, MRS. VELIZAR BAGAROFF, JEAN BAGAROFF, PROFESSOR BALABANOFF AND KING BORIS

King and the Bagaroff family was taken at that time.

Contrary to general expectations of a good crop, the results for the year were quite disappointing. The principal reason for this poor crop was the condition of the old bushes. These were sterile and apparently devoid of any reproducing power this season. Even in comparison with last season, these old bushes produced an exceedingly small crop. On the other hand, the new bushes, planted one and two years ago, gave very satisfactory results.

Regarding the yield of oil, Mr. Bagaroff stated that whereas 4,000 kilos of roses were required last year to produce 1 kilo of oil, the yield this year was 1 kilo of oil to each 3,700 kilos of roses. This represents an increase of about 10 per cent. This improvement in the yield in part compensates for the poor production of flowers and it is assumed that the entire quantity of oil distilled this year will be about the same as that produced from last year's crop, or about 1,500 kilos. Should this amount of oil be produced, the crop will be about 5 per cent greater than that of last year.

The price paid for the flowers generally was 12 levas per kilo. The village of Klissura was an exception, the price there being 14 levas per kilo. Owing to the uncertainties of exchange and the rapid fluctuations of the franc, the oil was sold in Paris this year in U. S. currency. The prices obtained in Paris ranged between \$450 and \$460 per kilo. London prices were approximately the same as those realized in Paris.

On August 19, Mr. Bagaroff became an American citizen, receiving his second naturalization papers on that date. With most of his interests and a large part of his business distinctly American in character, Mr. Bagaroff, with characteristic modesty, insisted that there was nothing unusual or worthy of comment in his new allegiance.

Louis Dejonge & Co., New York City, concluded eighty years of its successful business life on September 1 of this year.

Ever since the company was founded by Julius and Louis Dejonge, who established the concern in a small store and warehouse not far from where the present approach to the Brooklyn Bridge now divides the street into North and South William street, it has shown a steady growth until now it is one of the largest and most important concerns of its kind in the world.

At first, the business was confined to fancy papers, pictures and paper novelties. In that year they also built a factory at Tompkinsville, Staten Island, where surface coated papers were made. Until 1852, when the company installed its first coating machine, papers were coated by hand, a slow and expensive process.

With the new apparatus, the company prospered and Julius and Louis Dejonge were sole owners until 1873 when Charles F. Zentgraf was admitted to partnership and the firm name was changed to Louis Dejonge & Co. In 1882,

Louis Dejonge, Jr. was taken into the firm and assumed the management of the factory.

Julius Dejonge died in 1889 and Louis Dejonge, Sr. retired in 1908. Three years prior to that, the business had been incorporated, and Charles F. Zentgraf was made president, which office he held until the time of his death in 1907. Louis Dejonge, Jr., was then made president, and he continued as active head of the business until 1910 when Ernest W.

Zentgraf was elected president. Louis Dejonge, Jr., retired in 1910 on account of ill health. He died in 1913.

The company continued to prosper, and in 1916 a factory was erected at Clifton, Staten Island, N. Y., to take over the work of the Tompkinsville factory. Prior to the erection of the Staten Island factory, a new mill at Fitchburg, Mass., was purchased and equipped for the manufacture of coated papers. The Fitchburg plant is under the direction of George W. Peabody. Distribution is effected through the main office and warehouse in New York City, a Chicago branch, and a Philadelphia branch.

At present, the Staten Island factory is under the direction of Alfred Dejonge, secretary, who is assisted by Dr. Robert Krause; and at Fitchburg, George W. Peabody is assisted by M. Emil Dejonge.

Charles E. Dunbar is the company's general manager. His characteristic energy has made itself evident throughout the trade, where it has won a host of new friends for the company. Mr. Dunbar brought to his task a reputation for accomplishment as sales director for Johnson-Cowdin-Emmerich, Inc., and also for the Dalton Adding Machine Co., the Noiseless Typewriter Co. (now the Remington-Noiseless Typewriter Co.), and the American Radio and Research Corporation.

Udo M. Reinach, vice-president of Schulte Retail Stores Corporation has been elected a director of V. Vivaudou, Inc.

Improvement in business has led Fritzsche Brothers, Inc., 82 Beekman street, New York City, materially to increase the floor space which they occupy. To this end they have taken a lease on the ground floor, basement and sub-basement of the E. R. Squibb & Sons building at 78 Beekman street and are using the additional space for office, laboratory and storage purposes. The new space has enabled Fritzsche Brothers, Inc., to increase working capacity practically 100 per cent and has actually added something more than 50 per cent to the floor space occupied by the company. The stenographic department has been moved into the new section, and communicating doors having been cut through from the former offices. In the rear the finished perfumes laboratory under the direction of Dr. Gunther has been installed. The basement is being used for additional storage space. The move allows the elimination of congestion which a steadily increasing force of workers had brought about in the old offices and laboratories of the company.

Through the courtesy of Procter & Gamble Co. of Cincinnati a money prize was presented to Dr. Paul Sabatier, professor of chemistry in the University of Toulouse and Nobel Prize winner in 1912, at an international ceremony held in conjunction with the meeting of the American Chemical Society at Philadelphia on September 8. The award was made, according to the announcement to honor a scientist who has accomplished much and to encourage others who are working in the field of pure science without any thought of monetary award. The interest of Procter & Gamble Co. in the award arose from the fact that the company has been using with great success the discoveries of Dr. Sabatier in connection with the hydrogenation of oil.

Albert John Will, president and general manager, of the Will & Baumer Candle Co., Inc., of Syracuse, N. Y., fell dead on the Bellevue Country Club golf links, at Syracuse, four years to a day, after his brother, Anthony Will, died on the Onondaga Golf and Country Club course, Sept. 18. Mr. Will, who was widely known in the candle making industry was playing a round with his son and two other men when at the sixteenth hole, he slumped to the ground. Death was due to heart disease.

Chester A. Smeltzer, vice president of Gomez & Sloan, Inc., New York City, sailed on the *Monterey*, September 23, on a business trip to Mexico. Mr. Smeltzer expects to be gone two months during which time he will visit the vanilla bean producing section inspecting his company's properties and conferring with its representatives in Vera Cruz, Gutierrez, Zamora and Paplanta.

The Boardman Products Corporation of Orlando, Fla., has been incorporated for \$100,000. Officers of the concern are: Dr. Frank C. Boardman, Orlando, president; A. M. Crittenden, Church Street Bank, Orlando, vice-president; W. B. Crawford, secretary and treasurer. Aside from the officers members of the board are D. W. Plowden and W. M. Glenn. The concern has been manufacturing dental lotions for five years and intends to manufacture a general line of cosmetics.



CHARLES E. DUNBAR

The Container Corporation of America has been organized in Chicago through a merger of interests of several concerns manufacturing boxes. The new corporation has already taken over the real estate, plants, and certain other properties of the Philadelphia Paper Manufacturing Co. and the paper-board and container fabricating plants of the Chicago Mill and Lumber Co. It has also secured the controlling interest in the common stock of the Mid-West Box Co. It will also control the Cincinnati Corrugated Box Co.

Present plans call for a continuation of the separate corporate existence of the Mid-West Box Co., under the present officials, with J. P. Brunt as president and E. R. Hankins as vice-president.

General offices of the new company are located in the Conway Building, 111 West Washington street, Chicago. Boxboard mills are operated at Chicago, Kokomo, Ind., Cincinnati, Ohio and Philadelphia. The company will have a strawboard mill at Circleville, Ohio, and corrugated fibre box plants at Chicago, Anderson, Ind., Cleveland, Ohio, Cincinnati, Fairmont, W. Va., and Charleston, W. Va. Solid fibre container plants are located at Chicago, Cincinnati and Philadelphia.

J. B. Mowell, formerly president and founder of the Red Ball Co., manufacturers of flavoring extracts and cosmetics, Madrid, Iowa, has recently founded the Mowell-Ott Co., Whittier, Cal., of which he is now president. The new company will manufacture a line of cosmetics, face powders and perfumes. Mr. Mowell was exceptionally successful in building up the business and reputation of the Red Ball Co. and the trade was greatly surprised last September to learn that he had sold his interests and resigned as its president. Associated with Mr. Mowell in the Mowell-Ott Co. is F. W. Ott who holds the office of secretary and treasurer. Mr. Mowell, in addition to his duties as president of the concern will have active charge of the business.

Dr. Alexander Katz, of Florasynth Laboratories, Inc., Olmstead and Starling avenues, New York City, has just returned from an extended trip through the West which carried him to the Pacific Coast and into British Columbia. Dr. Katz reports that business conditions throughout that territory are good and that business volume is on the upward trend.

Florasynth Laboratories also announce that A. O. Nelson has joined the sales force.

After twenty-six years at the old location at 30 Platt street, New York City, the Mallinckrodt Chemical Works, St. Louis, have moved their Eastern office to 72-74 Gold street where offices and warehouses are now maintained. The new building is of modern construction and fully equipped to give excellent service to customers of the company.

On September 11, at the Belmont Park race track "Rigoletto," owned by Mrs. Rose Vivaudou, was a winner.

Frederick C. Wilkens of the toilet preparations department of Julius Schmid, Inc., New York City, accompanied by Mrs. Wilkens and their son and daughter have returned from their vacation spent in touring about Long Island and New England by automobile. Practically all of the places of historic interest in Long Island and nearby New England were visited.

Harry S. Fisher has just concluded his third year as sales manager for Capes Viscose, Inc., New York City. Since he assumed that position in August, 1923, as a newcomer in the toilet preparations industry, he has built up a wide acquaintance in the trade throughout the country and sales have much more than doubled.

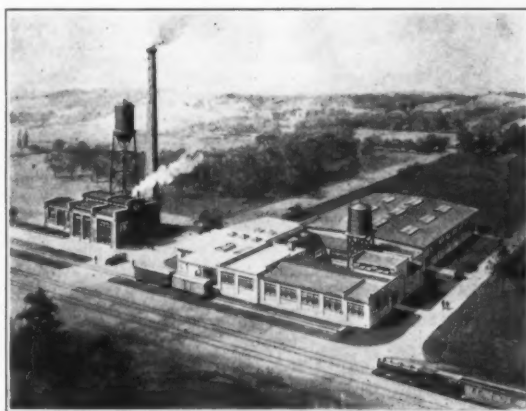
The company operates the large plant at Delawanna, N. J., which is shown in the accompanying illustration. The lighting in this plant is so arranged that practically all of the operations are performed by natural light.

Capes Viscose, which are made exclusively by the company, are fast acquiring general use for many purposes. Sales are handled through the company's own distributors. William A. Susanka of Chicago handles the Mid-Western territory, and I. F. Schnier Co., of San Francisco are in charge of Western distribution, while the Freyseng Cork Co., Ltd., represent the concern in Canada.

The main sales office of the company is at 130 Madison avenue, New York City, where Mr. Fisher makes his headquarters. Mr. Fisher's sales experience includes work for the Corn Products Refining Co., and the Remington Cash



HARRY S. FISHER



PLANT OF CAPES-VISCOSE, INC., DELAWANNA, N. J.

Register Co., of New York, with which concern he was affiliated before he joined the Capes Viscose organization.

At a recent meeting of the stockholders of the National Seal Co., Inc., Brooklyn, N. Y., directors were elected as follows: P. A. Rockefeller, C. C. Goodrich, Henry Lockhart, Jr., S. F. Pryor, F. G. Blackstone, Thomas L. Briggs, Paul Muller, and H. A. Boggs.

The directors later re-elected Thomas L. Briggs, president; Paul Muller, vice-president; and H. A. Boggs, secretary and treasurer. A splendid increase in sales and the acquisition of 409 new customers for the fiscal year, was reported.

Irvin S. Zeluff concluded on August 15 his first year in business for himself as a consulting manufacturing and perfume chemist for the perfumery and toilet preparations trades. In that time he has more than doubled the size of his laboratories and offices at 30 Park Place, New York City; and he reports that the volume of business has shown a steady and wholesome growth.

Mr. Zeluff is a son of the late Capt. Zeluff, a Virginian by birth, once decorated with a medal of distinctive honor by King Alphonso of Spain. Captain Zeluff was offered the consularship to Spain by the United States government which he declined on account of personal reasons. His mother was one of the original Taylors of Staten Island, a family of Puritanical origin.

Mr. Zeluff himself was born on Staten Island in 1884. At the age of thirteen he found himself fatherless, and with the responsibility of a family of five on his young shoulders, he set out in search of employment which he found in a drug store.

For three years he worked at various minor occupations. The work included service in the pharmacies of his uncle in West New Brighton, Staten Island, N. Y., of F. Klencke in New York City, and also in Dun's Pharmacy, New York City, where he acquired experience in making patent medicines. Subsequently, he worked for H. Rheinbold, Brooklyn, N. Y., as a druggist's junior.

While working in this way he also pursued his education. In 1902 he entered the Brooklyn College of Pharmacy and two years later was graduated with high honors. He supplemented this study with courses in chemistry in Pratt Institute, Brooklyn, and business courses in the Alexander Hamilton Institute.

Through knowledge gained in his studies, Mr. Zeluff secured a position in the drug store of Dr. W. C. Anderson, dean of the Brooklyn College of Pharmacy. While working for Dr. Anderson, Mr. Zeluff became interested in the rapidly growing toilet preparations industry and determined to enter it as a chemist. He secured employment with the Bristol Myers Co. with whom he was connected for four years. Subsequently, he was chemist for the Anglo-American Pharmaceutical Co., New York and the Tilden Co. of New Lebanon, N. Y.

In 1916 he entered the employ of Rigaud & Chappell, predecessors of Parfumerie Rigaud. Soon afterwards, he was put in charge of the manufacture of perfumery and toilet preparations. Some years later, Mr. Zeluff was made chemist and production manager. In 1924, when Parfumerie Rigaud was incorporated, he was made assistant treasurer.

It was in the Summer of 1925 that the opportunity presented itself for him to capitalize his knowledge and this led to his embarking in business for himself as a consulting manufacturing and perfume chemist and also as a manufacturer of private brand specialties.

One of his hobbies has been the efficient planning of factories and laboratories; and he has devoted considerable of his time and energy to a study of this work.



IRVIN S. ZELUFF

E. Lelong, 130 Pearl Street, New York City, exclusive representative of Payan & Bertrand and Sopros, has added to these two firms the name of Etablissements Bing Fils, for which he will act in the same capacity. Bing Fils specialize in products such as geranium, vetivert, ylang ylang, patchouli, also natural ambre, musk, civet, etc. With these products and the flower oils of Payan & Bertrand, the synthetics of Sopros, Mr. Lelong is well placed to furnish his large clientele with the various articles in demand for the soap and perfume industries.

Attention is called to the advertisement of Gomez & Sloan, Inc., New York City, appearing on page 146 of this issue. The company announces in a letter to the trade that it has made arrangements with a well known manufacturer of vanillin and coumarin for the distribution of his products. The addition of these two new items to the vanilla department of the company places it in a position to handle the needs of manufacturing consumers for the entire line.

Pialtz & Bauer, Inc., 300 Pearl street, New York City, has recently taken over the agency for the olive oil produced by the Societa Anonima Raffinerie Nazionali of Cornigliano-Ligure on the Riviera. The produce will be marketed under the trade name "Bambino" and as a trade mark the famous "Bambino" of della Robbia has been selected. The oil is manufactured and packed in Italy and is being offered in sizes ranging from 4 ounces to 6 gallons.

Robert Minty, managing director of Palmers, Ltd., Montreal, Canada, was in New York City during the week ending September 11, calling on the trade in the metropolitan territory. It is understood that Mr. Minty is planning to establish a branch factory in the United States, probably in the vicinity of Detroit, for the manufacture of the *Gay Parce* line of toilet preparations.

James I. Christopher, general manager of W. J. Bush Citrus Products Co., Inc., National City, Calif., was in New York recently for a few days on his way back home and visited the New York office of W. J. Bush & Co. Mr. Christopher returned August 27 on the *Empress of France* after three months abroad.

The special lectures on contemporary developments in chemistry which were delivered at the Summer Session of Columbia University this year will be published in book form in the near future. This series of lectures included the one by Dr. Marston T. Bogert in which he predicted that synthetics would replace natural products in perfume manufacture.

Gross sales of United Drug Co., of Boston, in July, in United States only, were \$7,100,000, an increase of \$1,000,000 or 16½ per cent over July, 1925, and the largest July in company's history. In seven months gross sales were \$50,100,000 against \$42,500,000 in corresponding months of 1925, an increase of \$7,545,000, or about 18 per cent.

Walter Freysted has joined the sales department of the Alsop Engineering Co., New York City, and will call on the perfumery and toilet preparations trade in the metropolitan territory.

Leo H. Brodrick, New York sales agent for W. C. Ritchie & Co. and the Baxter Paper Box Co., forwarded greetings on September 1, from Chestertown, N. Y., in the Adirondacks where he spent a merited vacation.

Andrew S. Barada, of Barada & Page Co., Kansas City, Mo., who are representatives for Fritzsche Brothers, Inc., and the Mathieson Alkali Works, New York City, between Kansas City and Denver, was a recent visitor to New York.

With Mrs. Barada and their sons, Andrew S., Jr., and Frank A., they motored East, leaving Kansas City on September 6. The prime object of their visit was to bid bon voyage to their sons, who sail September 18 on the *Ryndam* for a university world tour, which will last eight months.

Andrew S., Jr., is a senior and Frank A. a sophomore at the University of Missouri, Columbia, Mo. Together with four hundred other students from various American uni-



LEFT TO RIGHT, ANDREW S. BARADA, ANDREW S. BARADA, JR., MRS. BARADA, FRANK A. BARADA.

versities, and fifty professors, they will cover all the principal countries of the world, spending about 60 per cent of the time aboard ship, and the remainder at various ports ashore. Their first stop will be Havana, and the tour will then continue to Panama, California, Hawaii, Japan, China, Philippines, India, Egypt, the Mediterranean countries, France, England and the Scandinavian countries.

They expect to return to New York May 2, 1927.

John Buslee of Neumann-Buslee & Wolfe, Inc., Chicago, Ill., spent a week in New York this month visiting his principles, Gomez & Sloan, Inc., vanilla beans, Lautier Fils, perfume raw materials, and Bagaroff Frères, otto de rose. He also called on a number of friends throughout the trade and reported that business conditions in the Middle West are improving very rapidly.

H. N. Baumeister, factory superintendent of Innis, Speiden & Co.'s Jersey City plant, is on his annual trip through the Middle West. Mr. Baumeister's services are of practical value to many of this company's customers and the smiling countenance of "Deac" (as he terms himself) usually insures him a cordial welcome wherever his itinerary may cause him to go.

CHICAGO TRADE NOTES

Jesse H. Wilson, Frederic O. Mason and John J. Grealis, Jr., have organized Jarnac et Cie., Inc., with offices at 156 North Clinton street to manufacture and deal in cosmetics, toilet preparations and perfumes.

John A. Russell, John E. McCoy and Fred W. Rheinhardt have organized the Richard W. Leonard Co., Inc., with offices at 350 West Erie street to manufacture chemicals for the trade. The new company has an authorized capital stock of \$20,000.

Charles Fetzner, of the Chicago offices of Monsanto Chemical Works, has returned from a three weeks' vacation, spent with relatives and friends at St. Louis.

The accompanying photograph shows "Jack" Rindell with what his father, Charles A. Rindell, says is "part of a catch" made recently by "Jack" and his mother at the Rindell summer camp at Butternut, Wis.

The fish pictured are small mouth black bass and all ranged from 2 pounds to 5 pounds each. Mother and son caught thirteen within this range in a single day recently and threw back several under 2 pounds as good sportsmen should where the fishing is as good as it seems to be at Butternut. Mr. Rindell, who represents Addison Lithographing Co., Retail Package Corporation, Stanley Manufacturing Co., A'Cadia Powder Puff Co., Colmar Laboratories, Superior Paper Box Co., The Zinn Corporation, and White Metal Manufacturing Co. in the Chicago territory, has returned from his vacation at the camp but is spending as much time as possible with his family while autumn weather lingers.



"JACK" RINDELL

He reports that several perfumers including Messrs. Oneal of Melba Mfg. Co., Briggs of Allen B. Wrisley & Co. and Helbig of Meyer Bros. Drug Co. have been visitors at the camp recently. At the moment, he is taking great pride in showing the accompanying photograph and others showing the recent catch to the trade, most of whom had believed that the Wisconsin lakes were all fished out. Whatever may be true of the others, the pictures certainly prove that Butternut still had a few bass left until "Jack" Rindell got after them.

George M. McKibbin, Hamilton K. Beebe and T. G. Essington have organized the Nizza Laboratories to manufacture and deal in all kinds of compounds. The new company has a capital stock of \$20,000 and has offices at 231 South LaSalle street.

Halsey Brothers, wholesale druggists and manufacturers, have sold their property at Erie street and St. Clair and will build a larger building on a new site after their lease is out on the buildings they occupy at present.

The trade is sorry to hear of the death of Emil Taussig of the Chicago offices of Colgate & Company.

Arthur Ash, of the Reich-Ash Corporation, New York, was a recent business visitor in the Chicago market.

Henry J. Brandt, A. I. Rittenberg and W. R. Swissler have organized the Lakeside Chemical Company with offices at 1000 North Francisco street.

The American Can Co. is building an addition to its St. Paul plant that will cost about \$125,000, to take care of the expanding business of the company in that territory.

Horine & Bowey Co., extracts and flavor manufacturers have changed the name of their company to Bowey's Inc., with headquarters at 410 West Superior street.

Irving Sugarman has joined the local offices of the Monsanto Chemical Works, coming from the St. Louis headquarters.

V. P. Dole, manager of the Old Monk Olive Oil Co., has returned from an extended eastern trade trip and reports the business outlook as improving.

Parke, Davis & Co. have moved into their new building in Franklin street, Chicago, that will house all the activities of the company in the Chicago district.

William J. Bristow, George J. Johnston and Edward A. Williams have organized the Furolin Service Co. with offices at 216 West Kinzie street, Chicago, to manufacture and deal in chemicals and compounds.

Jacob and Henry Zinsmeister have organized the Clean Well Company to manufacture soaps, and other chemicals with offices at 946 West North avenue. The new company has a capital of \$50,000.

Emil H. Schaen, David E. Thomas and E. Schaen have organized the Pioneer Importing Company with headquarters at 5421 West Chicago avenue and will conduct a business of selling extracts and other food products.

A. Fortune, manager of the Chicago branch of Morana Inc., reports the business outlook for the coming months as bright and expects to have a fine business for the remainder of the year.

D. T. LaShelle has resigned his connection with the Monsanto Chemical Works and has joined the executive forces of the W. T. Rawleigh Co. of Freeport, Ill. W. L. Filmer, also with Monsanto, has returned from an extended business trip through the northwest and reports business prospects brighter for that territory.

Leonard Keeling of Chicago, son of the founder of the Humiston-Keeling Drug Co., was accidentally shot and killed while hunting near Eagle River, Wis., recently. Mr. Keeling, who has been a partner in the drug firm until a year ago, was staying with friends at the summer resort. His mother, Mrs. Mary Keeling, a widow, is living at the Ambassador Hotel. Her son was not married.

A. C. Drury and wife have returned from a two weeks' vacation trip at Nipersink, Wis.

A. P. Miller, Roy J. Flynn and Walter Mittlacher have organized A. P. Miller, Inc., with factory and offices at 1322 Belmont avenue, as chemists to the trade in this territory.

The C. I. Togstad Co., manufacturers of cosmetic goods, have taken over a three story brick building at Kokomo, Indiana, and will use the structure for manufacturing purposes in the near future.

Frank R. Maronde, Chris Rasber and Fram McMein have organized the Ran-Sean Mfg. Co., with offices at 2257 Clybourn avenue to manufacture soaps and cosmetics for the trade. The new company has a capital of \$25,000.

G. A. Taege, H. S. Philips and Val Perlowski have organized the Drinka Products Co., with offices at 1105 McCormick Building to manufacture extracts and their by-products.

Ben J. Harris, Marvin Reynolds and Albert K. Epstein have organized the Amulsol Corporation with a capital of \$20,000 to manufacture chemical preparations. Headquarters are at 59 East Madison street.

L. D. Benedict, O. M. Lux and A. J. Menaker have organized the Lux Laboratories with offices at 6601 South Wells street, Chicago. The new company's capital stock is given as \$10,000.

In order to better serve the interests of the trade in adjacent territory, Du Pont Cellophane Co. has opened a branch office in Chicago. The new office is located in the Railway Exchange Building and is in charge of W. A. Shaffer.

The industrial village of Monsanto, south of East St. Louis, in which is the plant of the Monsanto Chemical Works, August 7 voted to incorporate. The district has a population of 260 and an area of $1\frac{1}{2}$ square miles.

George F. Stanley and W. L. Wise, of the Stanley Mfg. Co., Dayton, Ohio, were business visitors in the Chicago market last month. Mr. Spaunburg of the Zinn Corporation of Bristol, Conn., was also a business visitor in the city, making his headquarters with Charles A. Rindell, Inc.

The Tablet & Ticket Co., who have been manufacturing labels and seals for the perfumery trade for over a half century, announce that they have acquired the forces of the Willson Spielmann Label Company, who have made great strides during the past four years with their embossed seal line, known as Perfect-O-Cut.

R. J. Rooney, formerly vice-president and sales manager and W. F. Leonard, Chicago sales manager of the Wm. J. Stange Co., have severed their connection with the company and organized the Food Materials Corporation with offices at 220-222 North DesPlaines street. The new company has a capital stock of \$60,000 and will manufacture and deal in coloring materials for food and flavoring extracts. E. E. Feight, food specialist and chemist, has also joined the organization.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff street, New York.)

CHEMISTRY IN THE WORLD'S WORK, Dr. Harrison E. Howe, Octavo 6 x 9 inches, 244 pages, illustrated. Blue cloth covers. D. Van Nostrand Co., 1926. Price \$3.00.

Works on the usefulness of science in industry multiply and it is right that they should do so. Too little has been known in the past of how the work of the world was done. It is only since the war, in fact, that the veil of obscurity which covered the useful arts and their applications has been pierced at all. Dr. Howe's work is an addition to the list of recent publications attempting to give a vista of what is beyond the veil to the eyes of those not initiated into the mysteries of science.

Undoubtedly the present volume represents a useful addition to the shelf of scientific books for the layman. It would be going too far to say that it is the best of the series. The present reviewer enjoyed the book but it did not give him the thrill which some other works covering in part the same ground had given him in the past. Possibly this was due in part to a jaded appetite for semi-scientific reading. But it is undoubtedly due in part to the style of the author. Few, possessing so sound a scientific training as Dr. Howe, can at the same time impart their knowledge in a style at once elegant and entertaining.

As a text and reference work, the volume is of undoubted value. As a book for popular consumption, it is doubtful if it will catch the fancy of the reading public. It should be of great value in early college work in the sciences. It is the sort of book to which the toiling student will look for inspiration.

A more or less casual reading failed to reveal any errors in fact. It is unlikely that any serious ones appear. In scope, the text covers a wide range and serves quite adequately to correlate chemistry with practically all lines of human endeavor. The publishers have given it a neat and dignified dress. Paper, type styles, and illustrations are adequate. In short, it is well done and well worth while. But it fails to sparkle. But, after all, what scientific writer does sparkle with any great brilliancy?

NEW PUBLICATIONS, PRICE LISTS, ETC.

THE VOCATIONAL ADJUSTMENT BUREAU FOR GIRLS, 336 East 19th street, New York City, has issued An Industrial Calendar prepared by Katherine Treat. The booklet purports to show the seasonal fluctuations of the principal industries in New York City in such a way as to aid the Bureau in placing girls in the various industries. Monthly tables showing activity or depression in the various industries by months and charts showing the fluctuation in employment in the various industries by months over the last five years are included in the survey. Many sources were consulted in an effort to make the booklet as authoritative and exhaustive as possible. It will doubtless be of value to the Bureau in its work as well as interesting to employers in the industries which it covers.

NEUMANN-BUSLEE & WOLFE, INC., Chicago, have issued a wholesale price list under date of September 1, covering raw materials for manufacturers of perfumes, soaps and similar articles.

RICHARD HUDNUT, New York City, has issued an exceptionally attractive catalogue of holiday creations for the 1926 season. The booklet is illustrated in full color and gives pictures, descriptions, and prices of many of the manufacturer's leading specialties for the holiday trade.

STAFFORD ALLEN & SONS, LTD., London, have revised and remodelled their price lists of essential oils. The new price list, copy of which has just been received, is in booklet form attractively bound, printed in clear legible type, and completely indexed for handy reference.

MEYER BROTHERS DRUG CO., St. Louis, has issued a catalogue of special bargain offerings which they are making in conjunction with their seventy-fourth anniversary which takes place this month.

PIERRE LEMOINE, INC., 108 John street, New York City, have issued their regular wholesale price list corrected to September 1, 1926.

THE PHOENIX-HERMETIC CO., 2444 West 16th street, Chicago, has brought out the first issue of a little magazine called *The Phoenix Flame*. For several years the company has had in contemplation the publishing of a house organ



of some sort. The first copy of the new publication shows that the years of contemplation have been fruitful in very effective fashion. The magazine is attractively bound, well conceived and pleasantly illustrated. The contents include editorial discussion of the magazine itself and an urgent invitation by the editors for contributions, a fable on the use of metal caps and several pages of "Sparks" guaranteed to bring laughter and appreciation. The company is to be complimented upon its enterprise in starting so ambitious a venture in such excellent fashion. It is certain that those who received copies of the first issue will be on the lookout for the next one.

AMERICAN SOLVENTS & CHEMICAL CORPORATION, 285 Madison avenue, New York City, has just issued a booklet entitled "Alcohol for Industrial Purposes." The booklet discusses the properties of denatured alcohol, Government regulations for its use, and gives complete formulae for the preparation of denatured alcohol for practically every manufacturing purpose. Copies may be had from the company upon request.

IN MEMORIAM FOR DEPARTED FRIENDS

ANTRAM, HARRY A., sales manager for the F. N. Burt Co., Ltd., Buffalo, N. Y., September, 1922.

BOMPARD, PIERRE-AUGUSTIN, essential oils, Nice, France, at his home in Antibes, September, 1924.

BRUNS, WILLIAM H. A., of the Metal Package Corporation, Brooklyn, September, 1919.

BUEDINGEN, W. L., head of William Buedingen & Son, boxes, New York and Rochester, September, 1919.

COLGATE, RICHARD MORSE, of Colgate & Co., New York, at West Orange, N. J., September, 1919.

COLLET, EDWARD H., perfumer, at Saranac Lake, September, 1923.

CRUSELLAS, RAMON, founder of Compania Nacional de Perfumerie, Havana, Cuba, September, 1921.

DAVIES, JOSEPH PIERCE, of the J. P. Davies Company, soaps, Dayton, Ohio, September, 1910.

EAVENSON, WILLIAM J., of J. Eavenson & Sons, Philadelphia, soaps, September, 1908.

FAXON, FRANK A., of the Faxon Gallagher Drug Company, Kansas City, Mo., September, 1912.

FEEHEY, NICHOLAS, retired soap manufacturer, Brooklyn, N. Y., September, 1917.

GARAHAN, LEO M., proprietor of Maison Maynard, Inc., Brooklyn, N. Y., September, 1923.

GIESE, AUGUST O. L., founder of August Giese & Son, New York essential oil house, September, 1924.

GOOD, JAMES, soaps, Philadelphia, September, 1910.

HANSON, STANTON I., president of the Vanitabs Co., New York, formerly of Hanson-Jenks Co., September, 1916.

KERKESLAGER, MILTON, W., soap manufacturer, Philadelphia, Pa., September, 1913.

LANING, MRS. EMMA MEAD, mother of E. M. Laning, of the E. M. Laning Co., New York, at Avalon, Pa., September, 1924.

LANNEN, THOMAS E., attorney Flavoring Extract Manufacturers' Association, Chicago, September, 1921.

LAUTZ, CARL A., president of Lautz Bros. & Co., soap manufacturer, Buffalo, N. Y., September, 1925.

LEWKOWITSCH, DR. JULIUS, Ph.D., chemist, of London, England, September, 1913.

MOLLER, CHARLES A., manufacturer of flavoring extracts, Brooklyn, N. Y., September, 1915.

MORGAN, GEORGE FREDERICK, JR., vice-president of Enoch Morgan's Sons Co., soaps, New York, September, 1921.

NEVINS, SAMUEL, talc, Philadelphia, September, 1910.

OLCOTT, GEORGE MANN, president of the Dodge & Olcott Co., New York, September, 1917.

PEET, WILLIAM J., of the Peet Soap Manufacturing Company, Kansas City, September, 1910.

ROBERTSON, JOHN T., veteran Connecticut soap manufacturer, on the liner *Olympia*, September, 1922.

STETCHER, FREDERICK W., Cleveland, O., proprietor of Pompeian massage cream, September, 1917.

STOTZ, JOHN T., oil distiller, Broadheadsville, Pa., September, 1915.

NOTE: A memorial in our last issue of the death of "Aaron W. C. Williams, Williams Soap Co., Hartford, 1910," has been misconstrued. Hartford was his home city when he died and his soap company was at Bridgeport. He was in the soap business back in the 60's and later went into other manufacturing lines, having been general manager of a horsenail company at the time of his demise.

ADOLPH BICKEL

Adolph Bickel, since 1920 manager of the Buffalo, N. Y., office of the Fleischmann Co., died suddenly on August 31. Mr. Bickel, who had been in the employ of the Fleischmann Co., since 1899 had risen rapidly from his first connection with the Brooklyn agency of the company. He was transferred to Buffalo in 1902 and became manager there after 18 years of service. Mr. Bickel was 51 years old.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first-class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Madame Frances, Dover, Del., toilet preparations, \$1,025,000. (Capital Trust Co. of Delaware.)

Maurice Levy Co., Ltd., Montreal, Quebec; \$25,000; manufacture and trade in soaps, perfumes, cosmetics, toilet articles and chemicals.

U. S. Industrial Alcohol Co., Jersey City, N. J., \$500,000; manufacture alcohol; John Q. A. Johnson, Jr.; Albert B. Maginnes, Parker Newall.

Davex Corp., Manhattan Borough, New York City, perfumeries. 200 common, no par; G. E. and E. F. Davis, A. N. Maoriello. (Filed by Bandler, Haas & Collins, 2 Reector street.)

C. & B. Products Co., Inc., manufacture soap, Woodbury, N. J.; \$15,000 preferred, 1,000 shares common, no par; Francis B. Davis, Woodbury.

Zal Laboratories, Manhattan Borough, New York City, perfume, 100 common, no par; W. E. Burnett, R. A. McClelland. (Filed by C. F. Murphy, 141 Broadway.)

Soline Products Co., Inc., 361 Bloomfield avenue, Newark, N. J., manufacture drugs, toilet preparations, etc.; \$100,000.

F. E. I. Sales Corp., Wilmington, Del., dental and drug preparations \$50,000. (Filed by Corp. Trust Co. of America.)

Primrose House, Inc., Wilmington, Del., deal in all kinds of creams, lotions, powders, soaps, extracts, \$1,680,000. Arthur W. Britton, William M. Stevens, Samuel C. Wood. (Filed by United States Corporation Co.)

H. R. Products, cosmetics, 20,000 common, no par; R. Kunett, A. R. Bloomgarden. (Filed by H. M. Flateau, 51 Chambers St., New York City.)

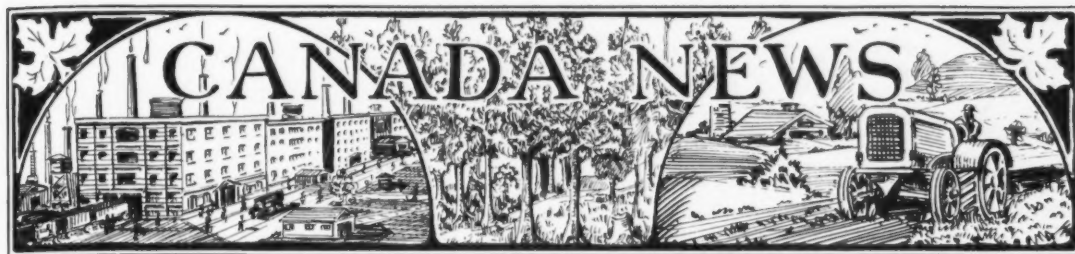
Toki, Inc., 1721 Third ave., New York City. Capital, \$25,000. Manufacture and sell soaps, soap products and chemicals. Incorporators: A. T. Sheldon, Bird Finer, M. Finer.

The Lamping-Nolan Shops, Inc., Boston; beauty shops; capital, \$150,000; incorporators, Cora M. Lamping-Nolan, Robert E. L. Nolan, Joseph H. Leddy, Boston.

Business troubles since our last report:

Joseph and Dora Kass, copartners, trading as Doriot Perfume and Novelty Co., 5107 New Utrecht Avenue, Brooklyn, bankruptcy petition filed against, July 24, by McCoy's Laboratories for \$146; Parisian Cosmetic Co., \$47; Gueldy Co., \$98; New Era Mfg. Co., \$149; Marinello Co., \$55, and Metropolitan Tobacco Co., \$21.

L. & G. Lengyel, Inc., manufacturing perfumers, 33 Nevins street, Brooklyn, petition filed against, July 28, by David Berg Industrial Alcohol Co. for \$40.60, T. C. Wheaton Co. \$294.82 and Higgins & Gollmar \$183.50. On August 3 Judge Campbell appointed Andrew E. O'Shea receiver in bond of \$1,000.



MONTREAL

MONTREAL, Canada, September 15.—"A good summer" is the general verdict of the trade, looking back over the business of the holiday season, now that perfumery men and their clients alike are drifting back from the summer resorts, and the trend of business is moving back into town. Had weather conditions opened up more favorably, the summer resort season would have been longer, and that trade proportionately more extensive. But better business and consequently more money to spend all round has compensated for any harm the weather may have done.

Some of the big manufacturing companies report that business has been considerably better this year so far than last. National Drug Company specifically mentions that their trade out west has shown a great improvement. Trade and employment are so satisfactory in the east that the farming community out west complains of being short many thousands of harvesters. In less prosperous times, that would be so many users of toilet requisites who would have left the east and gone to the prairies for the season. Canadian Industrial Alcohol is showing the signs of better times in the movements of its stock on the market. Sold less than a year ago at 14½, it is now quoted at 21¾ and still rising.

Mr. and Mrs. C. E. Frost and family, of the chemical manufacturing company of that name, have returned to town from Lake Sunapee, N. H., where they spent an extended holiday.

Dr. R. S. Best, vice president of the Potter Dry Chemical Corporation reached Montreal on September 11 by the *Empress of Scotland* and C. P. R. boat special, returning with his family from a trip to Europe.

The fourteenth annual convention of the Canadian Pharmaceutical Association has elected officers as follows: Hon. presidents, J. Higginbotham, Lethbridge, Alta.; J. F. Roberts, Toronto; C. E. Scarff, Montreal. President, E. A. Foster, Charlottetown, P. E. I.; vice president, C. A. Lapointe, Montreal; chairman of council, C. A. Burbridge, Halifax; secretary-treasurer, Dr. R. B. Stanbury, Toronto; solicitor, F. Mearns, Toronto. Their next convention will be held in Regina, Sask.

Maurice Levy & Co., is a new company that has been incorporated in Montreal, capitalized at \$25,000, to import, manufacture and deal in, soaps, cosmetics, perfumeries and all kinds of toilet articles and preparations.

W. H. Hancock was recently elected director in charge of the drug division, of Harold F. Ritchie and Co., Ltd.

TORONTO

TORONTO, Sept 15, 1926.—Canada has now the largest favorable trade balance per capita of any country in the world. For the fiscal year 1926, Canada's favorable trade balance amounted to \$401,134,405, an increase over the previous year of \$116,705,299. At the end of March last the favorable trade balance was almost entirely with the British Empire, the amount being \$392,631,842, and for foreign countries \$8,502,563. The unfavorable balance of trade with the United States amounting to \$123,970,454 was approximately compensated for by a favorable balance with other foreign countries.

Fire at midnight on August 30 in the four-story building occupied by Soaps-Perfumes, Ltd., at 84 Front Street, East, Toronto, caused a substantial loss. A night shift was on duty at the time, owing to a rush in business. They discovered the blaze, else more serious damage would have been done. The blaze is thought to have been started from the elevator motor on the top floor where the stock was located. Unable to extinguish the flames a general alarm was sounded, bringing out the whole central section of the fire department, which soon had the fire under control. A. P. Taylor, president of the company, said there would be no interruption to business.

Miss Ruth Barton, aged 17, an employee of the Melba Mfg. Co., Toronto, died as a result of injuries sustained when she fell into the elevator shaft of the building in which the plant is located on August 11.

Rolph R. Corson is in New York this week in the interest of his company and going over arrangements with some of the concerns he represents in Canada.

The much-heralded list of minimum prices issued by the Proprietary Articles Trade Association is out. Beside a comprehensive list of drug lines there are a great many perfume lines included in the list. Among these are the Armand, Atkinson, Boncilla, Colgate, Coty, Cutex, Elcaya, Houbigant, Packer, Pinaud, Piver, Roger & Gallet, Vinolia, Williams, Woodbury, and Yardley lines.

As usual a large number of perfume and soap manufacturers are displaying their productions at the Canadian National Exhibition in Toronto this month.

Among those showing are Lever Bros., Cressy Products, Armand powders and creams, Jacobin perfumes, Geo. Borgfeldt Co., Toronto, and the Gibbs Co., Montreal, who have a combination display; Tre-Jur perfumes, Arbutus line, Minty's perfumes, Andrew Jergens Co., Marion perfumes, Corson's products, McLarty perfumes, Richard Hudnut,

Vinolia perfumes, Colgate & Co., Soaps and Perfumes, Ltd., line of "Manyflowers" perfumes and soaps; John Taylor Co., G. H. Wood & Co., Carl Austin & Co., Melba Mfg. Co., and "Kissproof" powders and creams.

The G. Tamblyn, Ltd., have entered suit against several Toronto wholesale drug houses and the P. A. T. A. because they have been cut off from the obtaining of supplies.

The Tamblyn Co. have this week opened their 29th branch retail store in Toronto. This company is one of the largest retailers of perfumes in Canada.

Mr. and Mrs. James Cooper held a dinner party in honor of Sir William and Mrs. Glyn-Jones, of the P. A. T. A. movement, when they visited the town of Walkerville, Ont., recently.

The ninth Liggett store in Toronto was opened during the month and was marked by a souvenir sale of perfumes and toilettries.

R. N. Kelly, Regina, Sask., has been elected president of the Saskatchewan Pharmaceutical Association.

Parfumerie Dupont, manufacturers, have been registered at Montreal.

One of our Canadian wholesalers recently in an interview told of the growth of the use of perfumes in Canada. "This country," said he, "is experiencing a considerably increased demand for the better kinds and grades of perfume. There has been a great change in the direction of perfumes with our people. A few years ago there was a great deal of money current and a first necessity in the buying of perfume for personal use or for gifts to friends was that the bottle should cost several dollars. There was, in fact, an enormous trade in the so-called high-class perfumes, the retail price of which was around five dollars and more per bottle, the using public often looking for some beautifully packed article at a much higher figure—eight or ten dollars.

"There is not now so much money loose and the ladies have returned a good deal to the governing idea of the perfume itself, irrespective of the number of dollars a bottle might cost. There is not the money to continue what the war brought about, and a large measure of commonsense prevails."

Schering (Canada) Ltd., is the name of a company just organized and incorporated in Montreal, with \$5,000 share capital to carry on business as chemists and druggists.

The following have been appointed members of the associate Committee of Chemists attached to the Research Council of Canada: Dr. F. W. Attack, of Kingston, Ont.; Dr. Bruce Macallum, London, Ont.; Dr. Harold Hibbert, Montreal, and Dr. J. W. Shipley, Winnipeg.

Mattie Warmington, formerly of the staff of Palmer's Ltd., has taken charge of the beauty parlor in the newly enlarged and extended Queen's Hotel, Montreal.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

263,128, Metal Container, Albert Bernard Francis Huyghe, Burton-on-Trent, Staffordshire, England.

263,359, Paper Machine Roll, Milton T. Weston, New York City, New York.

263,371, Cosmetic, The Armand Company, assignee of Carl Weeks, both of Des Moines, Iowa.

263,551, Soap Box, Don L. Smith, South Bend, Washington.

263,624 and 263,625, Bottle Cap and Liquid Container, The Oswego Falls Corporation, assignee of Wilbur L. Wright, both of Fulton, New York.

263,730, Container Design, Arthur A. Kirkham, Toronto, Canada.

263,780, Disinfectant, The Chemische Fabrik Ludwig Meyer Mainz, assignee of Emil Molz, Halle, Salle, both in Germany.

TRADE-MARKS REGISTERED IN CANADA

"Yong Loo," perfumery, toilet articles, preparations for the teeth and hair, and soaps. W. B. Cartwright, Limited, Mount Vernon Road, Larkfield, Rawdon, near Leeds, Yorkshire, England.

"Glassad," "Lightning Flash," "Waregold," "Crystal," gummed papers, coated papers. McLaurin-Jones Co., Brookfield, Massachusetts.

"MF" and the word "Krystal," and in the background the representation of a human foot; perspiration powder. Maryanna Fryc, Detroit, Mich.

"Dakol," nasal cream. New Haven Laboratories, Inc., New Haven, Connecticut.

Representation of a girl holding a comb, within an oval border set in a rectangular field; combs of all kinds for the hair. Dr. Heimr, Traun & Söhne, Vormals Harburger Gummi-Kamm-Compagnie, No. 59 Meyerstrasse, Hamburg, Germany.

"Faturan," synthetic and other artificial resins, impregnated paper and goods manufactured therefrom; insulating materials. Dr. Heimr, Traun & Söhne, Vormals Harburger Gummi-Kamm-Compagnie, No. 59 Meyerstrasse, Hamburg, Germany.

"Carlto," soap and hand cleansing preparations. Francis Mathers, 11 Bark Hill Road, Aigburth, Liverpool, England.

"Elcaya," across the representation of a shield, toilet preparations and more particularly, cold cream, cleansing cream, vanishing cream, witch-hazel cream, rouge, face powder, toilet powder, bath crystals and all toilet preparations for the skin, hair and nails in the form of creams, pastes and powders. The Elcaya Co., Inc., New York, N. Y.

"Loomite," enclosed within an ellipse; (general). W. H. Loomis Talc Corporation, Gouverneur, New York.

"Sevigenol" anti-sudorific and deodorant, J. E. Sevigny and J. H. Gelin, Montreal, Quebec.

"Vraie Nature" with figure of woman holding sponge and bottle, toilet water, Mayer, Viau et Cie., Montreal, Quebec.

A Bit's Effect on Appetite for Food

A bit in the horse's mouth doesn't prevent his getting hungry.—*Western Druggist*.

TRADE MARKS

 219,082	 216,686	 217,589	 M 217,608	 234,361 SUNDAY DINNER 218,666	 229,734 AEOIAN 202,401	 222,354 BLEU DE CHINE 229,756 Luna Carette 220,959 WONDER M 217,607	 250,908 M 217,607
 234,132	 225,467	 M 217,542	 M 217,614	 217,638	 223,004	 234,404	 234,060 SOFF 232,288
 M 216,237	 217,640	 217,729 255,104	 221,047 Arabische Nächte 217,639	 231,109	 229,784	 232,791	 234,060 SOFF 232,288
 233,114	 232,119	 232,709	 232,125	 236,218	 230,263	 235,040	 234,060 SOFF 232,288
 234,271	 231,512	 231,199	 235,087 217,727	 236,645	 231,201	 234,463	 234,060 SOFF 232,288
 231,669	 233,029	 233,029	 231,528	 233,710	 236,605	 235,476	 234,060 SOFF 232,288
 234,151	 232,118	 233,770	 233,203	 234,529	 232,316-234,363	 234,225	 234,060 SOFF 232,288
 233,323	 232,777	 234,283	 224,412	 234,793	 233,940	 236,258	 234,060 SOFF 232,288
 234,217	 233,600	 222,663	 232,628	 212,622	 235,225	 235,131	 234,060 SOFF 232,288
 234,315	 233,600	 233,925	 232,628	 228,991	 234,337	 234,952	 220,784

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs, is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to,

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATION APPLIED FOR
(Act of Feb. 20, 1905)

202,401.—Lentheric, Inc., New York, N. Y. (Filed Sept. 9, 1924. Used since 1906.)—Toilet Preparations—Viz., Perfume, Toilet Water, Face Powder, Talcum Powder and Sachet.

212,622.—Kolax Company, Chicago, Ill. (Filed Apr. 13, 1925. Used since Aug. 20, 1918.)—Preparation Used in Shaving.

217,589.—Smith, Kline & French Co., Philadelphia, Pa. (Filed July 18, 1925. Used since Sept. 28, 1923.)—Talcum Powder.

217,638.—Ludwig Scherk, doing business as Parfumerie Scherk, Berlin, Germany. (Filed July 20, 1925. Used since Jan. 2, 1913.)—Toilet Preparations.

217,639.—Ludwig Scherk, doing business as Parfumerie Scherk, Berlin, Germany. (Filed July 20, 1925. Used since Jan. 30, 1919.)—Toilet Preparations.

217,640.—Ludwig Scherk, doing business as Parfumerie Scherk, Berlin, Germany. (Filed July 20, 1925. Used since 1910.)—Toilet Preparations.

217,727.—J. G. Mouson & Co., Frankfurt-on-the-Main, Germany. (Filed July 22, 1925. Used since 1845.)—Liquids, Pastes, and Powders for Beautifying and Preserving the Teeth, Skin, and Hair and for Perfumery.

217,729.—J. G. Mouson & Co., Frankfurt-on-the-Main, Germany. (Filed July 22, 1925. Used since 1921.)—Shampoo Powder, Tooth Pastes, Tooth Cream, Tooth Powder; Liquids, Pastes and Powders for Beautifying and Preserving the Teeth, Skin and Hair, and Perfumery.

218,335.—Ludwig Scherk, doing business as Parfumerie Scherk, Berlin, Germany. (Filed Aug. 3, 1925. Used since Apr. 5, 1918.)—Toilet Preparations.

- 218,006.—Schloss & Kahn Grocery Co., Montgomery, Ala. (Filed Aug. 10, 1925. Used since June, 1922.)—Food-Flavoring Extracts.
- 218,686.—Caveliero Preparations, Inc., Seattle, Wash. (Filed Aug. 11, 1925. Used since June 26, 1924.)—Face Creams, Face Powders, Reducing Creams, Beauty Clay, Face Packs, Skin Lotions, Perfumes, Lip Sticks and Hair Tonic, Hair Pomades and Hair Brilliantines.
- 219,082.—Harriet I. Nash, Mahwah, N. J. (Filed Aug. 19, 1925. Used since July 24, 1925.)—Cosmetic Cream and Protector for Applying the Same.
- 220,784.—The Keystone Company of San Jose, San Jose, Calif. (Filed Sept. 25, 1925. Used since 1905.)—Food-Flavoring Extracts.
- 220,939.—Caveliero Preparations, Inc., Seattle, Wash. (Filed Sept. 29, 1925. Used since Oct. 15, 1923.)—Face Creams, Face and Skin Lotions, Hair Tonics, Lip Sticks, Compacts, Perfumes, Toilet Water, Bath Salts, Beauty Milk, Astrigent Waters, Face Packs, Powders, Reducing Creams and Beauty Clay.
- 221,047.—Samuel Bonat & Bro., New York, N. Y. (Filed Oct. 1, 1925. Used since July, 1925.)—Hair Dye.
- 222,384.—The La Salle Company, St. Paul, Minn., assignor to La Salle Products, Inc., St. Paul, Minn., a corporation of Minnesota. (Filed Oct. 27, 1925. Used since August, 1925.)—Face Creams.
- 222,663.—Clark, Chapin & Bushnell, Inc., Brooklyn, N. Y. (Filed Nov. 2, 1925. Used since January, 1894.)—Food-Flavoring Extracts.
- 223,004.—The Velcrest Company, Mansfield, Ohio. (Filed Nov. 7, 1925. Used since Sept. 22, 1925.)—Perfumes, Toilet Water, Scalp Remedies, Shampoo Preparations, Hair Tonic and Dressing, Antiseptic Powder, Deodorants, Creams for the Treatment of the Skin, Complexion Powder, Dentifrices, Talcum Powder, Bath and Body Powder.
- 225,467.—Roy De Longpre, doing business as Delroy, Inc., Detroit, Mich. (Filed Jan. 4, 1926. Used since Dec. 17, 1924.)—Skin Lotion.
- 226,299.—McCord-Brady Co., Omaha, Nebr. (Filed Jan. 23, 1926. Used since 1900.)—Flavoring Extracts for Foods.
- 226,412.—Woodley Soap Manufacturing Company, Roxbury, Mass. (Filed Jan. 25, 1926. Used since Nov. 21, 1904.)—Liquid Soap Used for Cleansing Cotton and Silk Goods and Requiring Rinsing of the Goods.
- 226,565.—Societe Anonyme D'Onge, Courbevoie, France. (Filed Jan. 28, 1926. Used since Sept. 28, 1925.)—Toilet Soaps.
- 227,916.—Sem-Pray Jo-Ve-Nay Company, Grand Rapids, Mich. (Filed Feb. 27, 1926. Used since Nov. 23, 1925.)—Toilet Preparation for Application to the Skin.
- 228,991.—James S. Kirk & Company, Chicago, Ill. (Filed Mar. 22, 1926. Used since Jan. 1, 1902.)—Soap.
- 229,734.—Zena M. Hiner, doing business as The Zenelta Company, Norfolk, Nebr. (Filed Apr. 6, 1926. Used since Nov. 1, 1924.)—Face Dressings, Vanishing Cream and Facial Cream.
- 229,756.—Societe Parisienne d'Essences Rares et de Parfums, Paris, France. (Filed Apr. 6, 1926. Used since Jan. 31, 1924.)—Perfumery Products Including Perfumes (Extracts), Toilet Waters, Lotions, Face Powders, Toilet Creams, Fards, Sachets, Eau de Cologne and Brilliantines.
- 229,758.—Societe Parisienne d'Essences Rares et de Parfums, Paris, France. (Filed Apr. 6, 1926. Used since Apr. 30, 1925.)—Products of Perfumery Including Perfumes (Extracts), Toilet Waters, Lotions, Face Powders, Toilet Creams, Fards, Sachets, Eau de Cologne and Brilliantines.
- 229,784.—Fillkwick Co., Attleboro, Mass. (Filed Apr. 7, 1926. Used since Jan. 1, 1918.)—Vanity Cases.
- 229,803.—Oriza L. Legrand, Inc., Wilmington, Del., and New York, N. Y. (Filed Apr. 7, 1926. Under 10-year proviso. Used since Jan. 1, 1850.)—Soaps.
- 230,283.—Colloidal Products Company, Dover, Del., and Baltimore, Md. (Filed Apr. 16, 1926. Used since Aug. 18, 1924.)—Soaps.
- 230,665.—John M. Greif, doing business as Western Laboratories, San Francisco, Calif. (Filed Apr. 24, 1926. Used since February, 1925.)—Bath Salts, Face Powder, Talcum Powder, Smelling Salts and Body or Dusting Powder, Perfume, Toilet Water Deodorant, Eyebrow and Eye-lash Cosmetic, Lip Stick, Rouge and Nail Polish.
- 230,908.—Dr. Robert J. Yost Co., Bethlehem, Pa. (Filed Apr. 29, 1926. Used since Oct. 29, 1924.)—Reducing Bath Salts.
- 232,118.—Bert E. Bresee, doing business as Beb Cleanser Co., Binghamton, N. Y. (Filed May 24, 1926. Used since May 1, 1926.)—Cleaning Powder for Rugs, Carpets, Metal, Wood, Linoleum, Tile, Fabric, Silver, Glass, China, etc.
- 232,119.—Bert Brock, doing business as Agex Mineral Company, Milwaukee, Wis., and Laurel, Calif. (Filed May 24, 1926. Used since Nov. 1, 1925.)—Cold Creams, Dental Cream, Talcum Powder, Face Powder and System Tonics.
- 232,125.—Louise Marie Curtin, doing business as Salvadora Company, New York, N. Y. (Filed May 24, 1926. Used since May 1, 1925.)—Hair Shampoo.
- 232,216.—Pinaud, Incorporated, New York, N. Y. (Filed May 25, 1926. Used since Apr. 22, 1926.)—Brilliantine, Dentifrice, Toilet Water, Perfume Extract, Talcum Powder, Rice Powder, Face Cream, Rouge Powder, Sachet, Rouge Liquid, Rouge Paste, Liquid Face Powder, Lip Stick, Eyebrow Pencil, Nail Polish, Hair Oil, Toilet Vinegar, Moustache Wax, Brilliantine Crystal, Bandoline, Perfumed Compact Powder, Smelling Salts, Eau de Cologne, Shampoo, Compacts, Massage Cream and Dental Cream.
- 232,288.—Nu-Art Laboratories, Inc., now by change of name Dellin, Incorporated, South Orange, N. J. (Filed May 26, 1926. Used since Apr. 20, 1926.)—Depilatories.
- 232,709.—The J. R. Watkins Co., Winona, Minn. (Filed June 3, 1926. Used since Mar. 29, 1926.)—Glass Bottles of Various Sizes.
- 232,791.—Mulhens & Kropff, Incorporated, New York, N. Y. (Filed June 5, 1926. Used since 1904.)—Talcum Powder, Bath Dusting Powder and Toilet Powder.
- 232,797.—Shush Laboratories, Not Inc., Chicago, Ill. (Filed June 5, 1926. Used since May 1, 1926.)—Wax Compound for Use in Removing Hair, Toilet Powder and Toilet Cream Ointment.
- 232,828.—Asa Wesley Graves, doing business as U-Klen-O Mfg. Co., Lacey Spring and Harrisonburg, Ca. (Filed June 7, 1926. Used since Aug. 27, 1924.)—Semisolid Preparation to be used with water for General Cleaning Purposes.
- 233,029.—Robert H. Rucker, Blackwell, Okla., assignor to G. M. Rucker, Oklahoma City, Okla. (Filed June 10, 1926. Used since Dec. 15, 1924.)—Laundry and Washing Soap, Toilet Soap, Washing Powder.
- 233,114.—The Consumers Distributing Co., Pittsburgh, Pa. (Filed June 12, 1926. Used since May 13, 1926.)—Food-Flavoring Extracts.
- 233,151.—Paul Weidenmiller, Springfield, Mass. (Filed June 12, 1926. Used since Mar. 30, 1925.)—Preparation for the Treatment of the Scalp to Prevent Falling Hair and for the Removal of Dandruff, Hair Tonic, Hairdressing, After-Shaving Lotion, Toilet Water and Cold Cream.
- 233,159.—Antiseptic Pharmacal Co., St. Louis, Mo. (Filed June 14, 1926. Used since 1897.)—Antiseptic Mixture.
- 233,203.—Laurens Glass Works, Inc., Laurens, S. C. (Filed June 14, 1926. Used since July 14, 1925.)—Glass Bottles.
- 233,323.—M. Nathan and Brother, Incorporated, doing business as "Carmice, New York, Paris," Johnstown, Pa. (Filed June 16, 1926. Used since May 1, 1926.)—Toilet Goods and Preparations—Namely, Green Soap, Bath Salts, Facial Cream and Lotions, Hair Tonics, Shampoos, Brilliantine and Bandoline, Toilet Waters, Orris Root, Face, Bath, Talcum and Deodorizing Powders; Lip Sticks and Rouge Compacts.
- 233,411.—The Antitartar Chemical Company, Denver, Colo. (Filed June 18, 1926. Used since Apr. 26, 1926.)—Dentifrices.
- 233,473.—Arden Chemical Company, New York, N. Y. (Filed June 19, 1926. Used since January, 1916.)—Reducing Lotions.
- 233,591.—John Venezia, doing business as Middlesex Barber Supply Co., Perth Amboy, N. J. (Filed June 21, 1926. Used since February, 1923.)—Hair Tonic.
- 233,600.—C-D Chemical Company, Registered, Pittsburgh, Pa. (Filed June 22, 1926. Used since June 7, 1926.)—Tooth Paste.
- 233,710.—Eugene Scales, Columbus, Ohio. (Filed June 24, 1926. Used since Jan. 1, 1926.)—Washing Fluid Used as a Deodorizer, Disinfectant, Water Softener and Bleach.

233,770.—Florence Benedictins Perfumery Co. Inc., New York, N. Y. (Filed June 26, 1926. Used since December, 1923.)—Face Powder.

233,878.—C. A. Green, doing business as Green's Supply Company, and Green Barber Supply Company, Lincoln, Nebr. (Filed June 29, 1926. Used since April, 1926.)—Hair Tonic.

233,940.—George B. Lewis, Oxford, N. Y. (Filed June 30, 1926. Used since Nov. 15, 1925.)—Face Powders, Face Creams, Face Packs, Face Lotions, Toilet Waters, Eyebrow Pencils, Lip Sticks, Rouges, Bay Rum, Perfumes, Hair Tonic, Hair Oils, Dentifrices, Deodorizing Preparations, Shampoos, Talcum Powder, Body Powder, Bath Salts, Smelling Salts and Incenses.

233,995.—Lever Brothers Co., Cambridge, Mass. (Filed July 1, 1926. Used since December, 1925.)—Soap.

234,060.—Suma-Dore Products, Inc., New York, N. Y. (Filed July 2, 1926. Used since July 8, 1926.)—Toilet Preparations—Namely, Hair and Scalp Shampoo, Hair Tonic, Hair Pomade, Skin-Nourishing Creams, Skin-Toning Lotion, Astringent Lotion, Cleansing and Beautifying Cream, Vanishing Cream, Complexion Powder, Toilet Water and Perfume.

234,192.—The Buerger Brothers Supply Company, Denver, Colo. (Filed July 6, 1926. Used since November, 1925.)—Hair Tonic.

234,217.—Marienbad Bath Salts Co., Philadelphia, Pa. (Filed July 6, 1926. Used since March, 1926.)—Bath Salts.

234,218.—Charles Matthew Mayo, doing business as The Bob-White Company, Indianapolis, Ind. (Filed July 6, 1926. Used since June 3, 1926.)—Shampoo.

234,225.—The Procter & Gamble Company, Cincinnati, Ohio. (Filed July 6, 1926. Used since July 2, 1926.)—Toilet and Bath Soap.

234,271.—The Klee-Nup Corporation, Cleveland, Ohio. (Filed July 7, 1926. Used since Jan. 20, 1921.)—Cleaning Compound.

234,283.—John Wanamaker, New York, N. Y. (Filed July 7, 1926. Used since June 24, 1926.)—Perfumes, Sachets, Toilet Waters, Face Powders and Talcum Powders.

234,315.—Peerless Chemical Works, Inc., Philadelphia, Pa. (Filed July 8, 1926. Used since June 15, 1926.)—Cleansing, Bleaching and Disinfectant Agent.

234,339.—Sylvester Liotta, Brooklyn, N. Y. (Filed July 9, 1926. Used since June 1, 1926.)—Toilet Preparations—Namely, Hair Oil, Toilet Water, Hair Tonic, Brilliantine, Talcum Powder, Tar Shampoo, Face Powder, Vanishing Cream, Massage Cream and Cold Cream.

234,343.—Pinaud, Incorporated, New York, N. Y. (Filed July 9, 1926. Used since Apr. 22, 1926.)—Perfumed Soaps, Toilet Soaps, Shaving Soap Sticks, Shaving Soap Paste and Powder.

234,404.—Abraham Miller, New Brunswick, N. J. (Filed July 10, 1926. Used since Jan. 1, 1922.)—Hair Tonic or Hair Invigorator.

234,463.—Albert K. Collins, Charlotte, N. C. (Filed July 13, 1926. Used since May 15, 1926.)—Scalp Remedy, Germicide, Curling Fluid, Hair Tonic and Scalp Astringent.

234,529.—Parfumerie J. Lesquendieu (Societe Anonyme), Paris, France. (Filed July 14, 1926. Used since March, 1926.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Lotion for the Skin and Hair, Brilliantine, Sachet, Bath Salts and Dentifrices.

234,703.—First National Laboratories, Inc., Lehigh, Pa. (Filed July 19, 1926. Used since July 1, 1923.)—Cold Cream, Hair Pomade.

234,952.—French Beauty Products Co., Inc., New York, N. Y. (Filed July 23, 1926. Used since July 1, 1926.)—Perfumes and Toilet Waters.

235,040.—Samuel M. Freid, doing business as Bell Perfume Co., Chicago, Ill. (Filed July 24, 1926. Used since Feb. 23, 1926.)—Perfumes.

235,087.—Valpo Company, Berwyn, Ill. (Filed July 24, 1926. Used since July 3, 1926.)—Perfumes.

235,104.—Zeph. E. Burgess, San Francisco, Calif. (Filed July 26, 1926. Used since May 17, 1926.)—Nail Polish, (Paste and Powder Form), Cuticle Remover, Cuticle Ice, Nail Whitener and Manicure Oil.

235,131.—Eston Manufacturing Company, Birmingham, Ala. (Filed July 26, 1926. Used since Jan. 15, 1924.)—Skin Bleach, Cold Cream, Massage Cream, Vanishing Cream, Face Powder, Talcum Powder, Perfumes, Toilet Waters and Bay Rum.

235,225.—Naamlooze Vennootschap International Perfumery Company, Amsterdam, Netherlands. (Filed July 27, 1926. Used since Jan. 1, 1920.)—Eau de Cologne, Bath Salts, Perfumery, Lotions; Face, Toilet and Talcum Powders; Skin and Beauty Creams, Brilliantine, Hair Paints. Preparations for Beautifying and Preserving the Human Hair, Lotions for use in the Mouth, Dentifrices, Sachets, Smelling Salts, Toilet Water, Nail Bleach and Liquid Cuticle Remover.

235,476.—Richard Hudnut, New York, N. Y. (Filed Aug. 2, 1926. Used since July 20, 1926.)—Talcum Powder, Face Powder, Bath Salts, Sachet, Tooth Powder, Almond Meal, Headache Cologne, Smelling Salts, Vanishing Cream, Cold Cream, Tooth Paste, Perfume, Lip Rouge, Bath Powder, Toilet Cerate, Toilet Water and Skin and Tissue Cream.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

These Registrations Are Not Subject to Opposition.

M216,237.—George S. Hershey, Los Angeles, Calif. (Filed June 23, 1925. Serial No. 216,269. Used since June 16, 1925.)—Powder Puffs.

M217,542.—The Fitch Dustdown Co., Oakley, Cincinnati, Ohio. (Filed Apr. 29, 1926. Serial No. 230,879. Used since Nov. 3, 1904.)—Liquid Soap.

M217,807.—Los Angeles Soap Co., Los Angeles, Calif. (Filed Oct. 22, 1923. Serial No. 187,323. Used since December, 1920.)—Washing Machine Soap.

M217,808.—Charlotte Gay, New York, N. Y. (Filed June 3, 1926. Serial No. 232,672. Used since Nov. 1, 1922.)—Toilet Preparations.

M217,814.—Vanity Import Co., Inc., New York, N. Y. (Filed Apr. 28, 1926. Serial No. 230,856. Used since June 6, 1925.)—Perfumes, Toilet Lotions, Bath Salts, Hair-dressings, Talcum Powders and Rouges.

M217,821.—Societe Parisienne d'Essences Rares et de Parfums, Paris, France. (Filed Apr. 6, 1926. Serial No. 229,757. Used since Feb. 6, 1924.)—Perfumery Products, Including Perfumes (Extracts), Toilet Waters, Lotions, Face Powders, Toilet Creams, Fards, Sachets, Eau de Cologne and Brilliantines.

M217,846.—Los Angeles Soap Co., Los Angeles, Calif. (Filed Oct. 22, 1923. Serial No. 187,324. Used since 1920.)—Washing-Machine Soap.

M217,853.—Ludwig Scherk, doing business as Parfumerie Scherk, Berlin, Germany. (Filed Sept. 11, 1925. Serial No. 220,145. Used since 1905.)—Soap and Soap Preparations and Spot-Removing Preparations.

DESIGNS PATENTED

70,855. Bottle. Charles J. Oppenheim, Jr., New York, N. Y. Filed May 4, 1926. Serial No. 17,563. Term of patent $3\frac{1}{2}$ years.

70,952. Puff and Rouge Box. Ira M. Clarke, New Martinsville, W. Va. Filed Feb. 3, 1926. Serial No. 16,382. Term of patent $3\frac{1}{2}$ years.

70,957. Bottle. Georges Guerin, Paris, France. Filed May 20, 1926. Serial No. 17,779. Term of patent 7 years.

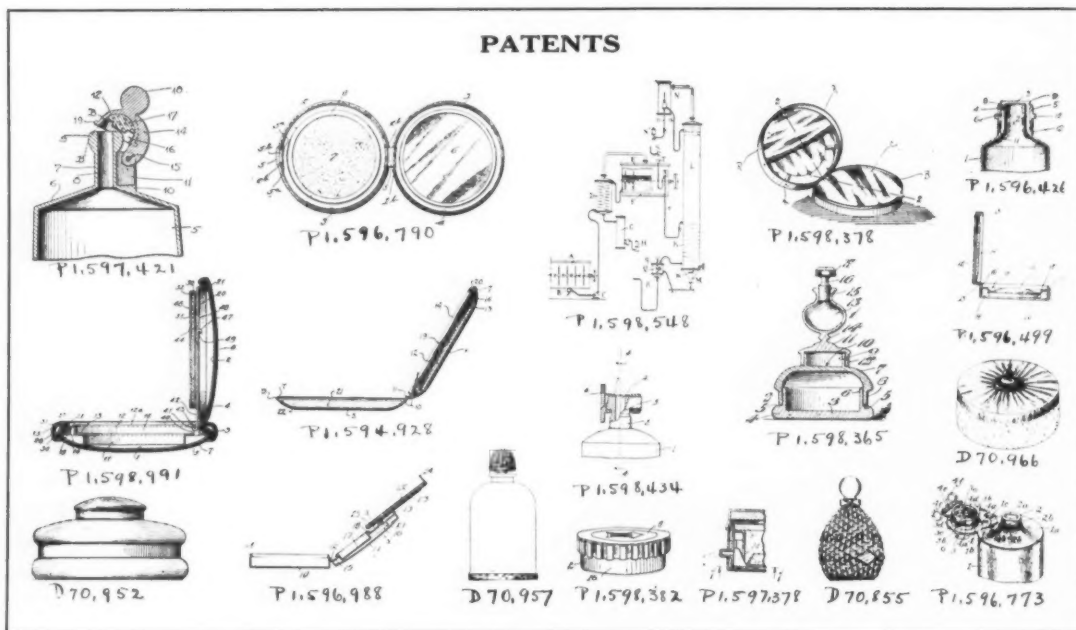
70,966. Face-Powder Box. Graeff Miller, Ridgewood, N. J. Filed Mar. 24, 1925. Serial No. 12,862. Term of patent 14 years.

PATENTS GRANTED

1,594,928. Vanity Case. Charles N. Coryell, Mamaroneck, N. Y. Filed Mar. 3, 1925. Serial No. 12,824. 16 Claims (Cl. 132-83.)

15. A vanity case comprising saucer shaped covers, each cover having a convex bottom surrounded by an annular turned, inwardly rolled flange, hinge means connecting said covers, said flanges being disposed in close relation when said case is closed to provide a thin edge.

PATENTS



1,596,426. Collapsible-Tube-Closure Device. Harry T. Goss, Rutherford, N. J., assignor of one-half to Bjornulf Johnsen, New York, N. Y. Filed July 20, 1925. Serial No. 44,702. 5 Claims. (Cl. 221-60.)

1. In collapsible tubes, the combination of a tube terminating in a rigid cylindrical neck having an end closure, said neck having a slot extending laterally through the cylindrical wall thereof immediately below the end closure and having a screw thread extending thereabout clear of said opening, the edge of said end closure being enlarged to form a stop, and a sleeve rotatably mounted on said neck having a screw head co-acting with that of said neck and having a beveled upper edge adapted to closely cover said slot and abut against said stop when rotated in one direction and to uncover said slot when rotated in the other direction.

1,596,499. Vanity Case. Charles Lionel Marcus, New York, N. Y. Filed Mar. 17, 1923. Serial No. 625,902. 4 Claims. (Cl. 132-83.)

1. A cosmetic container comprising a receptacle having a bottom and vertical walls and a cover hinged thereto, a lining for said container arranged adjacent and projecting above the vertical walls, a guard plate formed with a central opening engaging said lining to retain the latter in position, the inner peripheral edge portion of said guard plate being bent downwardly to engage a cosmetic block, and a mirror fixed in said cover.

1,596,773. Closure for Paste Tubes and the Like. Chester A. Spatz, Greenwich, Conn. Filed Apr. 18, 1925. Serial No. 24,209. 5 Claims. (Cl. 221-60.)

1. In combination, a container having a delivery nozzle provided with shoulders on opposite sides thereof, a cap for said nozzle, and hinge means connecting the cap to the container, said hinge means comprising spring arms having portions to engage said shoulders, and having crossed ends.

1,596,790. Vanity Case. John F. Babbitt, Louisville, Ky., assignor to John V. Pilcher, Louisville, Ky. Filed Jan. 8, 1926. Serial No. 80,091. 4 Claims. (Cl. 132-83.)

1. In a vanity case, a pair of co-operating case sections having internal circumferential channels adjacent their edges, a pair of split expansible rings adapted to detachably engage said channels and be held therein by their inherent expansibility, and hinge means permanently connecting said split rings.

1,596,988. Vanity Case. Simon Morrison, Brooklyn, N. Y. Filed June 7, 1923. Serial No. 643,994. 6 Claims. (Cl. 132-83.)

1. In a vanity case, a box, a cover hinged thereto, a partition extending across said cover, a cup held in an opening in said partition, and a mirror slidably connected to the partition and adapted in its inner position to cover said cup, substantially as set forth.

1,597,378. Vanity-Case Catch and Plate Ejector. William G. Kendall, Newark, N. J. Filed June 25, 1926. Serial No. 118,561. 10 Claims. (Cl. 132-83.)

2. In a vanity case provided with means for holding a compact plate, cam means carried by the case and forming a mechanically actuated ejector for loosening and partly removing said plate.

1,597,421. Closure for Tubes. Henry B. Ball, Akron, Ohio. Filed Mar. 25, 1926. Serial No. 97,388. 3 Claims. (Cl. 221-60.)

1. In a container, a tubular body, an end wall, a discharge spout projecting coaxially therefrom, a head of rounded cross section on the end of said spout, a lug formed integral with said end wall and spout, said lug provided on the upper face thereof with a vertical slot, a cap comprising a portion of a hollow sphere, a fin projecting outwardly and downwardly from said cap, the lower end of said fin being positioned in said slot and being pivotally connected to said lug at a point below said head.

1,597,881. Hair tonic. James Guidos, Jamestown, N. Y. Filed Nov. 28, 1924. Serial No. 752,809. 2 Claims. (Cl. 167-5.)

1. The process of making a hair tonic consisting in preparing an aqueous alcoholic solution, adding to said solution the juice of garlic and comminuted bones, made from the green bones of young animals, allowing the mixture to stand until the soluble particles have become dissolved and then removing the insoluble particles by filtration.

1,598,365. Vanity set. Ira M. Clark, New Martinsville, W. Va. Filed May 14, 1926. Serial No. 109,062. 2 Claims. (Cl. 132-79.)

1. A vanity set, comprising a lower compartment, having an upper annular wall, a cover therefor provided with a lower pendant flange into which said annular wall telescopes.

1,598,378. Compact Holder. William G. Kendall, Newark, N. J., assignor to Parfumerie Rigaud, Inc., New

York, N. Y., a Corporation of New York. Filed Dec. 1, 1925. Serial No. 72,435. 5 Claims. (Cl. 132-83.)

1. In a compact holder a body and a cover, semi-circular independent holders positioned in said body, a partition dividing said semi-circular members from each other, a cover hinged to said partition adapted to cover one or other of said semi-circular members, said semi-circular holders being independently replaceable in said body.

1,598,382. Safety Closure for Containers. William H. McNutt, New York, N. Y. Filed Dec. 3, 1924. Serial No. 753,540. 6 Claims. (Cl. 220-89.)

1. A safety closure comprising a ring frame having its bore screw-threaded and an annular flange projecting into the bore above the threaded portion, a threaded tube engaging said threaded bore, a finely perforated disk held against said flange by said tube, said tube having opposite openings at its free portion, and a bar extending across the tube at said openings with free projecting ends beyond the top.

1,598,434. Compression Tube. William Lloyd Gilchrist, Albany, Oreg. Filed Feb. 24, 1925. Serial No. 11,257. 1 Claim. (Cl. 221-60.)

A compression tube, comprising a collapsible tube having a tubular neck portion, a cylindrical head upon said tubular neck portion and extending at an angle thereto, a discharge passage leading from the interior of said tube, through said tubular neck and transversely through said head and a cylindrical sleeve mounted on said head and having a discharge opening, said sleeve having at its central part a cut away portion greater than the diameter of the tubular neck so as to permit the discharge opening in the sleeve to be moved into and out of register with the said discharge passage in said head.

1,598,548. Refining Alcohol. Emile Augustin Barbet, Paris, France. Filed Nov. 14, 1922. Serial No. 600,971, and in France Nov. 15, 1921. 3 Claims. (Cl. 195-15.)

2. A process for the production of absolute alcohol which comprises treating a mixture of alcohol and water with a dehydrating agent, distilling off a portion of the alcohol from the mixture diluting the residual portion, resulting from said distillation, with water and distilling the diluted residual portion so as to obtain a distillate of aqueous alcohol for the said dehydrating step.

1,598,969. Hair Tonic. John W. Jones, Trinidad, Colo. Filed Apr. 25, 1924. Serial No. 709,048. 3 Claims. (Cl. 167-5.)

3. A hair tonic containing cockle-bur *Xanthium spinosum* tea.

1,598,991. Vanity and Compact Case and the Like. William Strauss, New York, N. Y. Filed Feb. 10, 1926. Serial No. 87,277. 16 Claims. (Cl. 132-83.)

9. A container of the class described, comprising a bottom portion and a lid portion hingedly connected thereto, each of said portions including a dished sheet metal body of substantial stiffness covered with a fibrous sheet material overlapping the edge of the body, the stated parts being so constructed and arranged that when the lid is closed the hinge structure is enclosed and concealed and the entire visible surface of the container consists of said cover material.

"Shopping Trunk" German Women's Fad

The Sunday shopping bag has given away to a diminutive "shopping trunk" among German women. These new leather contraptions, which are of the same size and shape as a traveling suitcase, come in various colors. The Viennese leather industry has given artistic design to the new-fangled shopping bag.

Fashion experts see a great future for the shopping trunk. It is business-like and goes well with tailored suits, bobbed-hair and other mannish effects of the feminine ensemble, while the inside is fitted with powder puff, mirror, lipsticks and rouge.

Unable to Acquire Ethics of the Links

"Lose your job as a caddy?" said one boy.
"Yep," replied the other. "I could do the work all right, but I couldn't learn not to laugh."

EXTRACTION WITH SILICA GEL

An interesting development of the use of silica gel or other active absorbent material in the extraction of flower perfumes is described in a recent British patent (No. 255,346) accepted by the British Patent Office on July 22, 1926, in favor of Wilfred Carpmal, 24 Southampton Buildings, London W. C.

According to the abstract published in the *Perfumery and Essential Oil Record*, this invention was communicated to him by I. G. Farbenindustrie Aktiengesellschaft, Frankfurt-on-Main, Germany. It has for its object "the extraction of perfume from flowers and other parts of plants, in a more concentrated form than is usual; in most cases, indeed, the concentration of the perfume is such that it may directly be used in perfumery." The perfume extracted is absorbed in an active material, as, for example, absorption carbon or silica gel, from which it is afterwards recovered by any suitable method. By active material only is to be understood a substance which operates to occlude or absorb or adsorb gases or vapours to an extent comparable with absorption carbon or silica gel, and in particular, it is not intended to include any carbon other than absorption carbon.

In one method of carrying out the invention, air or an indifferent gas is passed over the flowers or the like to be treated, while at a suitable temperature, and the air or gas brought into contact with the active material.

According to another method, flowers or the like are extracted in the usual manner by a suitable solvent, benzene, for example, whereupon the dilute solution of perfume so obtained is brought into contact with the active material.

To obtain the perfume absorbed by the active material, this may be treated with steam or heated or treated with a solvent, such as alcohol, for example.

The invention is claimed to be of particular importance for extracting perfume from those flowers which undergo decomposition into evil smelling products when subjected to the usual distillation and extraction processes.

The patentee expresses himself as aware of the Specifications Nos. 12,942 of 1899 and 7,808 of 1905 and makes no claim to the processes therein described.

STRONGER CONCRETE PRODUCED

The degree of fineness has long been recognized as a vital characteristic in Portland cement. Definite information regarding the exact effect of such fineness of cement on the strength of concrete, over a long period of time, has been lacking, however. Due to a long series of tests made by the Bureau of Standards, which research work has extended over a period of ten years, this information is now available. The experiments show that the more finely ground the cement, the stronger the concrete, especially if the mixture is increased in richness, says the *New York Commercial*.

During 1915 test cylinders of concrete were made of five different brands of cement, Potomac River sand and hard gravel. These cylinders were first kept in moist air for 30 days, then exposed to the outside atmosphere and natural weather for periods ranging up to ten years. Specimens were broken after six months, one, two, three, five and ten years, in every case the specimens made of fine cement showing greater strength than those made of comparatively coarse cement.

With the growth of the cement industry, methods of manufacture have been bettered, and the degree of fineness increased. Under the national specifications, or "quality standard," it is now necessary that 78 per cent of all cement pass through a sieve having 40,000 openings per square inch.

Buys the "Fatal" Gift of Beauty

Adorer: "She has the fatal gift of beauty."
"What makes you think so?"
"Such glorious hair and complexion."
"Oh, they're not gifts. I was with her when she bought them!"—*Western Druggist*.

SEPTEMBER REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, September 7.—Following is the report for September on floral products and essential oils:

Orange

Nothing particularly new to report under this heading. The demand for neroli, concretes and orange pomades continues to be normal, but as regards neroli the stocks are down to next to nothing.

Petitgrain oil of the country is very dear on account of the rise which was produced on the raw material at the last cutting. The demand is nevertheless considerable.

Rose

All rose products have been very much in demand and consequently the stocks of concrete oil are considerably reduced. In a few months many firms will be completely out of stock and long before the new crop in May next there will be nothing left on the market.

Jasmin

The harvesting is in full swing at present and if the warm temperature which we are now having, continues, it will perhaps be possible to recover the setback due to the fifteen days of delay which we experienced at the beginning of the gathering. If we do not have any rain for a month and no cold nights, the month of September will produce a magnificent bloom. If the weather permits that the gathering be prolonged until between October 15 and 20 it will be possible to have a normal crop.

Tuberoses

We are in the midst of the gathering season of tuberoses, but the crop will be deficient and it is to be expected that prices are going to be very high.

Geranium

There is quite a considerable decline to be reported on all geranium oils, more particularly on the Algerian and the Réunion oils, which after having reached considerable prices, declined steadily because of a prolonged lack of sales.

At this time the price of the Algerian oil appears to have reached the minimum, as the original stocks are not very important and the last winter cutting will produce next to nothing. The great drought which prevailed for the last two months has dried up the soil; the geraniums have "rusty" leaves in consequence of a cryptogamic disease. Therefore, there is every reason to assume that the last cutting will produce almost nothing.

For various reasons the soap-making industry will be obliged to come back to their geranium oils which will prove very advantageous as compared to other oils used in soap-making that are more expensive and inferior in olfactive yield.

The market for oils of the Réunion is quiet but it is more difficult to form an exact opinion on this oil as it is possible to obtain on the situation of the African geranium.

Mint

Quite a sensible decline in price is reported on exotic peppermint.

The Grasse peppermint will likewise decline noticeably, for the crop will be very large owing to the fact that the high prices of last year have encouraged the culture and

last spring formidable quantities were planted. The price will go down about one-third of last year's quotations.

Lavender

Since the beginning of the distillation there has been a lively competition in the purchase of flowers. The manufacture of concretes of lavender since early this year has grown to considerable importance as the product obtained is considered by some consumers as being more interesting than the oil obtained by distillation and even the soap-making industry is inclined to take up this new product, which, it appears, is giving a very interesting yield from an olfactive point of view.

This new manufacture has caused a certain animation on the green lavender market as all firms wanted to have some, so that a rise resulted which extended also to the lavender for distillation. In certain regions the yield has been inferior to that of previous years and the cost-price for distillers has been rather high.

A stabilization of prices will not be possible because considerable differences in price are to be expected according to the needs of the consumers.

It is still too early to have an exact idea, but there will certainly be a considerable increase over last year's prices.

Spike Lavender

There is no stock of last year and the cost of distillation is very high this year. Hence high prices will prevail.

GRASSE AND THE FLOWERS:

By MINA R. BELDUE

Fair Grasse, bathed by the leaping Loup,
Air permeated with your flowers—
I think the angels dwell unseen
And 'tis their breath perfumes the hours.

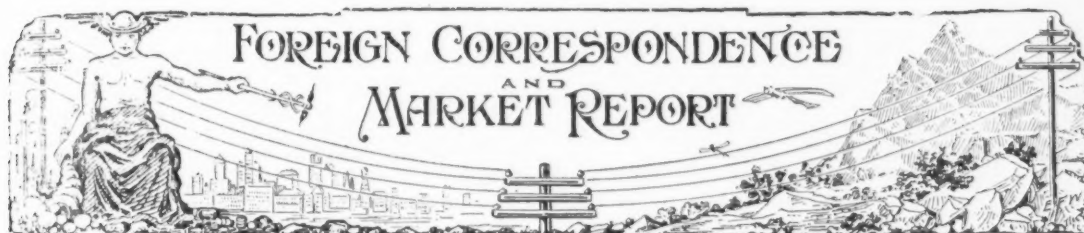
For every inch of earth brings forth
Some flower, so rich in rare perfumes,
I wonder that they call you "Grasse,"
Instead of for the flower blooms!

One feels the magic of Grasse as their feet trod the very ground over which perhaps the slaves of Cleopatra carried the flower and olive oils for the enhancement of their mistress, and, no doubt, where the messengers of the Queen of Sheba obtained the fragrant oils she presented to King Solomon.

Among the foot hills of the French Alps, high on a Southern slope overlooking the blue Mediterranean, lies this rugged little town, whose inhabitants cultivated flowers for perfumes even before the time of the Roman Empire.

Formed by nature was Grasse for the development of flower aroma—and the caves of its rugged steep, for the aging of perfumes, for they, like wine, must be mellowed by Father Time.

So, after daintily applying the stopper of her perfume bottle to the soft curls clustering about a shell-pink ear, would it be surprising if Milady saw in her dreams, as in the Arabian Nights, mammoth urns of fragrance and rising therefrom, the Genii of the flowers of Grasse?



CZECHOSLOVAKIA

ESSENTIAL OIL TRADE. The imports of essential oils into Czechoslovakia in 1925 amounted to 863 quintals valued at 12,407,000 crowns (\$248,140 based on the average value of crown in 1925, \$0.0297), of which more than 50 per cent came from Germany, about 17 per cent from Holland, and 8 per cent from Italy and France. No essential oils are indicated as having been imported from the United States.

The exports of essential oils during 1925 amounted to 235 quintals, valued at 1,997,000 crowns. Germany was the largest buyer, followed by Poland and Austria.

ENGLAND

BRITISH HERB CROP PROSPECTS.—According to a report just issued by Stafford Allen & Sons, Ltd., on the herb crops at Long Melford, cultivation has been rather more difficult this year, owing to the cold wet spring and an abundance of weeds. With the recent spell of fine weather, prospects look rather more encouraging than they did a month ago. The wet weather in May, however, was advantageous for extending the peppermint plantations, and the plants are looking very well at present. The cold and wet in the spring retarded the lavender crop, but the flowering spikes are showing better now, and practically everything depends on the amount of sunshine for the next month or so. Given fine weather there should be a fair yield of oil, but not quite up to the average.

William Ransom & Sons, Ltd., report that for the third year in succession the winter and early spring weather conditions have been unfavorable at Hitchin. While there are several new peppermint beds, these will yield but little during the present season, and, as the established beds carry a light crop, the firm anticipates only a small quantity of oil this year. The production of lavender oil, however, is expected to be about normal, and if the present warm weather continues the flowers will soon be ready for distillation. Rainy weather should reduce the oil content. Rosemary herb will be a light crop this season.

Potter & Clarke, Ltd., state that owing to the sunless spring, following a wet winter, most crops are later than usual, but on the whole all are looking well. Good crops of peppermint (plants are affected with blight) and spearmint are expected, and a medium crop of lemon thyme. The sage and parsley crops are disappointing. The yield of first cuttings was negligible. It is hoped that later crops will yield better, otherwise the market will be practically bare of home-grown supplies.

FRANCE-HAITI

COMMERCIAL TREATY ABROGATED.—The Franco-Haitian Commercial Treaty of 1907 has been abrogated and ceased

(Continued on Page 406)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

Business has shown a decided improvement. Our review of last month indicated that more business was in the offing and that it was highly probable that there would be a material improvement in the inquiry during the period now under review. This development has been fully borne out by the event and while there is still some room for gain in the demand coming through from the consumers, it is apparent that this inquiry is only being deferred and that it will come through in due course.

Trades between dealers and with importers during the month under review have been heavier than in some little time. Reports from various interests in the market regarding August business are all without exception favorable. Most interests indicated that August, 1926, showed a considerable improvement over August, 1925. The few who stated that they could see little difference represented a decided minority. No one who was approached on the subject considered August, 1925, better than the same month in the current year.

The gain in inquiry which started in August has continued during the early part of September. Conditions in the market at present are brighter than at any time in many months. Buyers are interested. Whether they have purchased in quantity for fall and winter requirements or not is not of so much moment. The fact that they are actively inquiring indicates that they will be purchasers in the not far distant future. Fall and winter business last year was very heavy. Indications are that it will be equalled during the present season. In fact, some interests profess to believe that the coming season will show a material improvement in business volume over that of last year.

The chief development in the price situation during the month, however, has been of a character opposite from rapidly firming market. It has been the steady and at times sharp and rapid decline in prices of domestic oils especially those falling within the mint group. These materials, as is well known, were greatly inflated during all of last season. Peppermint went to record levels and spearmint, while it set no new records, advanced to far beyond its normal value.

Naturally a drop in these products and in kindred materials upon which they had a substantial effect, was to be expected. The peppermint situation, however, has been further complicated by the fact that the crop this year is the heaviest in some time. The acreage under mint in Indiana and Michigan was increased to some extent but conditions during the growing season and during the harvesting season were such that the yield of oil was considerably increased and at the same time, practically all of the mint was harvested under most favorable circumstances.

Last year's crop was somewhere in the vicinity of 350,000 pounds of oil. Estimates of the yield this year indicate between 600,000 and 650,000 pounds. Naturally, the effect upon the market has been considerable. Prices are now less than one third of those established at the peak last year. They are steadily declining and while still double and more the normal levels, buyers believe that they will be back close to normal before the season is over. Spearmint has declined with peppermint, and erigeron and tansy are also showing signs of weakness although thus far they have been more or less neglected.

This single group showed weakness during the month. Practically all other products on the list were firm. Many were decidedly strong with an advancing tendency noted throughout the market in any items which appeared active. Strength in the Far Eastern oils was more or less important. Shipment conditions on anise and cassia were tighter and the New York market stiffened quite sharply. Cananga continued scarce and strong. There was more firmness in the citronella situation with an improved jobbing demand from this market and steadier conditions at primary points.

Seed and spice oils were irregular but showed a slightly firmer tendency excepting in articles in which competition was exceptionally keen. Caraway advanced sharply. Clove steadied after a period of weakness. Ginger remained highly competitive and shading was indicated in some quarters.

Floral products have fluctuated within rather narrow limits. The main cause of changes in this group has been the unsteadiness in exchange values. This has weakened the market one day and stiffened it the next with surprising rapidity at times. Strange to say, the spot followed the vagaries of exchange quite closely. This would seem to indicate that the position is a sensitive one and one which is likely to be affected quite sharply by changes in the demand.

Citrus oils are quite strong. Considerable quantities of alleged adulterated oils of this class have been held up in customs awaiting revaluation for tariff assessment. The result has been an under supply of goods on spot and a steadily stiffening market, especially in bergamot. Lemon has also strengthened but it is difficult to get orange to move forward. Demand for these articles is tapering off although the first two weeks in September were good in New York and vicinity on account of special carnivals at the beaches and other resorts.

Synthetics and Aromatic Chemicals

The market has been more active than it was during the summer and the market position is, on the whole, slightly firmer than it was last month. Prices have steadied. Shading on the competitive items is less in evidence although competition between importers and domestic manufacturers is quite keen in most lines in which the tariff will allow such competition. This has been to some extent, a governing factor in price movements and has kept the market from showing the full effect of generally improved conditions surrounding the trade. Price changes on the general list of synthetics have been very few and those on the natural derivatives have also been restricted to a few items. Carvol is higher owing to the sudden firming of caraway oil. Aside from minor fluctuations, the remainder of the list is without change of any sort.

Vanilla Beans

The market continued under conditions of moderate demand. The summer has not been as active as was generally anticipated in the trade early in the season. However, there has been no great accumulation of goods in the local market and stocks seem to be no better than normal. Fluctuations in exchange have played a part in market operations during the period under review. The turn in French exchange in particular has affected the market quite sharply and has resulted in increasing steadiness and at the same time has lessened speculations in exchange through the medium of vanilla. Franc prices on Bourbons are about the same but figure higher in U. S. currency. Nothing new is heard on Mexicans. Other grades are quiet and steady without unusual feature.

Sundries

Trading has not been brisk although it is showing signs of a moderate improvement. Most of the items on the list are steady and without change of any consequence. An exception is rhubarb root which has advanced rapidly owing to spot scarcity and slow offers at high prices from the primary market. Menthol is easier both here and in Japan, the stronger turn of the market of a few weeks ago having been checked by additional reports of a very large Japanese crop.

HOW MANY BELIEVE IN FAIR PLAY?

That the average person is disposed to be fair and honest in business or otherwise is so well known as to be taken for granted. Were it not the case, the world would be a much harder place to get along in than it is now. The inclination, says the *New York Times*, to do the right thing is the foundation of the movement by the Federal Trade Commission to have members of different industries prepare codes of procedure, to be lived up to by those in their respective callings, which the commission would adopt as ethical standards. It has never been possible, however, to estimate the proportion or percentage of those in any vocation who are unwilling to abide by the rules of ethical conduct set up and approved by their associates as being for the best interests of all concerned, including the public, which ultimately pays the bills. This is one reason why more than ordinary interest attaches to a report of the Federal Trade Commission, made public recently, concerning furniture manufacturers. The latter were asked to subscribe to certain trade practice rules adopted by the retail furniture trade of this city and directed against misrepresentation of the goods offered for sale. In all, 790 concerns were heard from. Of these 722 accepted the rules proposed and 68 declined to do so. As the commission puts it: "Sixty-eight concerns have refused to subscribe to the rules for the reason that they refuse to disclose in their catalogues and invoices that their veneered furniture is such, thus placing in the hands of the unscrupulous dealer the means of deceiving the purchaser." The consoling reflection in the matter is that the number of recalcitrants is less than 9 per cent, which would doubtless be found to be the case in other industries.

SYNTHETIC BUILDINGS NEW PROPHECY

Tomorrow's houses are to be synthetic. This is the prophecy, which has a substantial basis of fact, that Dr. Gerald Wendt, director of the division of industrial research, Pennsylvania State College, makes in the *Nation's Business*.

"Concrete, stucco, composition roofings," he says, "are here to stay; steel frames and even steel walls have been effectively used in model houses. Next will come composition floors, fireproof, and of any desired hardness or color; resins in place of all interior woodwork, including furniture; lacquered and washable walls in place of wallpaper; rayon textiles for draperies dipped in compositions, so that they, too, can be washed with a sponge, and luminous paints which will give a soft, natural light without consumption of energy.

"With this will come further extension of electric power to heat the home by winter and cool it throughout the summer.

"None of the suggestions is a vague dream; all are based on realities which are kept from popular use only by present cost figures."

Might Have Been Awful

Judge: "You are charged with throwing your mother-in-law out of the window."

Prisoner: "I did it without thinking, sir."

Judge: "Yes, but don't you see how dangerous it might have been for anyone passing by at the time?"—*Fitch's Square Deal*.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb...	\$3.00@	\$3.25
S. P. A.....	3.25@	3.35
Sweet True90@	
Apricot, Kernel70@	
Amber, crude50@	.65
rectified65@	.90
Amyris balsamifera	1.95@	
Angelica Root	25.00@	40.00
Anise, tech.65@	
Lead tree, U. S. P....	.67@	.70
Aspic (spike) Spanish...	1.50@	
French	1.65@	
Bay, Porto Rico	2.15@	
West Indies	2.65@	
Bergamot, 35-36 per cent.	7.25@	9.00
Birch, sweet N. C.....	1.90@	2.15
Penn. and Conn.....	3.00@	4.00
Birehtar, crude18@	
rectified60@	
Bois de Rose, Femelle...	2.55@	
Cade, U. S. P. "IX"....	.30@	.35
Cajuput, Native75@	.85
Calamus	4.00@	
Camphor, "white"15@	.16
sassafrassy18@	
Cananga, Java Native..	6.00@	
rectified	6.50@	
Caraway Seed, rectified..	2.00@	
Cardamon Ceylon	35.00@	40.00
Cassia, 80@85 per cent..	2.10@	
rectified, U. S. P.....	2.35@	
Cedar Leaf90@	1.00
Cedar Wood25@	.30
Celery	9.50@	
Chamomile, oz.	3.50@	5.00
Cinnamon, Ceylon	12.00@	15.00
Citronella, Ceylon45@	.50
Java70@	
Cloves, Bourbon	2.50@	2.75
Zanzibar	2.00@	
Copaiba55@	.65
Coriander	6.50@	
Croton	1.00@	
Cubebs	4.50@	4.75
Cumin	9.00@	9.50
Cypress	6.50@	
Dillseed	4.00@	6.00
Erigeron	6.50@	
Eucalyptus Aus. "U.S.P."	.50@	.60
Fennel, Sweet90@	
Geranium, Rose, Algerian	3.00@	
Bourbon	3.00@	
Turkish (Palma rosa)..	2.80@	
Ginger	6.50@	
Gingergrass	2.75@	
Guaiac (Wood)	4.25@	
Hemlock87½@	
Juniper Berries, rectified.	3.00@	
Juniper Wood65@	
Laurel	5.00@	
Lavender, English	32.00@	
U. S. P. "IX"	4.00@	5.25
Lemon, Italian	2.85@	3.25
Calif.	2.75@	
Lemongrass	1.15@	
Limes, distilled	8.00@	
expressed	9.50@	
Linaloe	2.60@	
Mace, distilled	1.90@	
Mirbane15@	
Mustard, genuine	11.00@	15.00
artificial	2.00@	2.30
Neroli, Bigarade, pure..	80.00@	100.00
Petale, extra	100.00@	130.00

Nutmeg	1.90@	
Orange, bitter	2.80@	
sweet, W. Indian	2.70@	
sweet, Italian	2.80@	3.25
Calif.	2.90@	
Origanum, imitation35@	
Orris Root, concrete, do-		
mestic	3.25@	4.00
foreign	4.00@	5.00
Orris Root, absolute (oz.)	55.00@	70.00
Parsley	3.00@	5.00
Patchouli	6.75@	8.00
Pennyroyal, American...	2.75@	
French	1.95@	
Peppermint, Natural	7.75@	8.50
Redistilled	8.50@	9.50
Petit Grain, So. Amer...	2.10@	
French	15.00@	
Pimento	4.75@	
Pinus Sylvestris	1.00@	
Pumilionis	2.25@	
Rose, Bulgaria	9.00@	15.00
Rosemary, French55@	
Spanish35@	.40
Rue	4.00@	
Sage	2.00@	3.00
Sage, Clary	30.00@	
Sandalwood, East India.	7.35@	
Santalum Cygnorum	5.00@	
Sassafras, natural90@	1.10
artificial30@	
Savin, French	2.00@	
Snake Root	15.00@	
Spearmint	6.25@	6.75
Spruce87½@	
Tansy	6.25@	
Thyme, red90@	
white95@	1.05
Valerian	12.50@	
Vetivert, Bourbon	14.00@	16.00
Java	18.00@	
East Indian	25.00@	
Wintergreen, Southern...	4.50@	
Penn. and Conn.	8.00@	9.50
Wormseed	4.75@	
Wormwood	7.75@	
Ylang-Ylang, Manila	26.00@	32.00
Bourbon	8.50@	10.00

OLEO-RESINS

Capsicum	2.15@	
Ginger	2.75@	3.25
Cubeb	4.00@	
Malefern	2.15@	
Oak Moss	15.00@	15.50
Orris	6.00@	15.00
Pepper, Black	3.85@	
Vanilla	8.50@	15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.50@	
Aldehyde C 14	50.00@	
C 16	25.00@	40.00
Amyl Acetate	1.00@	
Amyl Butyrate	1.65@	
Amyl Cinnamate	2.35@	
Amyl Formate	1.75@	2.00
Amyl Phenyl Acet	5.00@	
Amyl Salicylate, dom. ..	1.45@	
foreign	1.65@	
Amyl Valerate	3.00@	3.50
Anethol	1.40@	
Anisic Aldehyde, dom. ..	3.50@	
foreign	3.75@	

Benzaldehyde, U. S. P...	1.30@	
F. F. C.	1.55@	
Benzilidenacetone	2.85@	4.25
Benzophenone	5.50@	
Benzyl Acetate, dom.	1.15@	
foreign	1.15@	1.25
Benzyl Alcohol	1.25@	
Benzyl Benzoate	1.35@	1.50
Benzyl Butyrate	5.50@	5.75
Benzyl Cinnamate	9.50@	
Benzyl Formate	3.25@	
Benzyl Propionate	4.00@	5.00
Borneol	2.75@	
Bornyl Acetate	4.50@	
Bromstyrol	4.00@	4.50
Carvol	5.75@	
Cinnamic Acid	3.25@	3.50
Cinnamic Alcohol	4.25@	5.25
Cinnamic Aldehyde	2.85@	3.25
Citral, C. P.	3.00@	3.50
Citronellol, dom.	5.75@	7.00
foreign	5.75@	7.00
Coumarin, dom.	3.25@	3.75
foreign	3.45@	3.75
Diethylphthalate32@	
Diphenylmethane	1.75@	2.50
Diphenyloxide	1.00@	1.40
Ethyl Acetate45@	
Ethyl Benzoate	1.50@	
Ethyl Butyrate	1.50@	
Ethyl Cinnamate	3.75@	
Ethyl Formate	1.00@	
Ethyl Propionate	2.00@	
Ethyl Salicylate	2.50@	
Eucalyptol	1.05@	
Eugenol	2.75@	3.25
foreign	2.85@	3.25
Geraniol, dom.	2.85@	3.25
foreign	2.00@	4.50
Geranyl Acetate	4.75@	
Geranyl Butyrate	13.00@	
Geranyl Formate	12.50@	
Heliotropin, dom.	1.85@	
foreign	2.10@	2.35
Hydroxycitronellal	8.50@	11.00
Indol, C. P. (oz.)	3.75@	6.00
Iso Butyl Benzoate	3.85@	
Iso Eugenol	4.00@	
Linalool	5.00@	6.50
Linalyl Acetate 90%	6.75@	7.50
Linalyl Benzoate	13.00@	
Methyl Acetophenone	3.35@	3.75
Methyl Anthranilate	2.30@	3.00
Methyl Benzoate	2.00@	
Methyl Cinnamate	4.25@	5.00
Methyl Eugenol	7.75@	10.00
Methyl Heptanone	9.00@	
Methyl Heptene Carbon ..	27.00@	35.00
Methyl Iso Eugenol	12.50@	13.00
Methyl Octene Car	27.00@	35.00
Methyl Paracresol	6.50@	
Methyl Phenylacetate, ..		
Art, Honey Aroma ..	4.50@	5.50
Methyl Salicylate43@	.48
Musk Ambrette	7.00@	9.00
Ketone	8.50@	9.50
Xylene	2.50@	3.25
Nerolin	1.50@	1.75
Nonylic Alcohol	40.00@	52.00
Phenylacetaldehyde 50% ..	6.50@	8.00
imported	6.50@	8.00
Pure	9.50@	10.50
Phenylacetic Acid	3.25@	4.00
Phenyl Ethyl Acetate ..	10.00@	15.00

(Continued on Next Page)

Phenyl Ethyl Butyrate..	16.00@	20.00	Balsam Peru	1.95@	Patchouli leaves25@
Phenyl Ethyl Formate..	18.00@		Tolu	1.25@	Peach Kernel meal35@
Phenyl Ethyl Propionate.	16.50@		Beaver Castor	4.50@	Rhubarb Root, Shensi.....	Nominal
Phenyl Ethyl Alcohol, do-			Cardamon Seed, green ..	1.85@	High Dried65@
mestic	5.25@	6.00	decort	2.65@	Powdered70@ .72
imported	5.25@	6.00	Castoreum	4.00@	Rice Starch12@ .15
Rhodinol, dom.	10.50@	20.00	Chalk, precipitated03½@	Rose leaves, red	2.25@
foreign	12.50@	22.00	Civet horns	2.25@	pale65@
Safrol31@	.34	Guarana75@	Sandalwood chips45@ .50
Skatol, C. P. (oz.)	9.00@	10.00	Gum Benzoin Siam	1.20@	Saponin	1.25@
Terpineol, C. P. dom....	.33@	.35	Sumatra35@	Styrax47½@ 2.20
imported32@	.35	Gum Gamboge, pipe93@	Talc, domestic	(ton) 18.00@ 40.00
Terpinyl Acetate	1.25@		powdered	1.25@	French	(ton) 40.00@ 45.00
Thymol	3.75@		Kaolin03½@	Italian	(ton) 50.00@ 65.00
Vanillin	7.80@	8.15	Lanolin hydrous18@	Vetivert root30@
Violet Ketone Alpha	5.00@	9.00	anhydrous20@	Zinc Stearate26@ .30
Beta	6.25@	8.00	Menthol, Jap.	4.65@	BEANS	
Yara Yara	1.50@	1.75	synthetic	3.50@	Tonka, Beans, Para95@ 1.00
SUNDRIES			Musk, Cab, pods. (oz.)	20.00@	Tonka, Beans, Angostura ..	2.00@ 2.25
Alcohol, Cologne sps.,			grains	26.00@	Vanilla, Beans, Mexican.	6.00@ 7.50
gal.	4.90½@	5.00½	Tonquin, gr. (oz.)	35.00@	Mexican, cut	4.00@ 4.50
Almond Meal28@	.30	pods. (oz.)	25.00@	Vanilla, Beans, Bourbon,	
Ambergris, black ... (oz.)	15.00@	18.00	Orange flowers	1.00@	whole	2.75@ 3.25
gray	28.00@	32.00	Orris Root, Florentine10@	Bour. cut	2.50@
Balsam Copaiha S. A. .	.50@		powdered15@	Vanilla, Beans, Tahiti,	
Para45@		Orris Root, Verona08½@	yellow label	3.00@
			powdered12@	white label	3.25@

FOREIGN CORRESPONDENCE

(Continued from Page 403)

to be effective July 27. France no longer enjoys a tariff preference of 33½ per cent of the rates hitherto granted on many articles from France, including perfumery, chemicals, pharmaceutical products, etc. These tariff preferences have not been extended to the products of the United States.

GERMANY

GERMAN REGULATIONS RE ISO-PROPYL ALCOHOL.—Holding that the effect of iso-propyl alcohol on the human organism is not yet thoroughly understood, the German Minister of Public Welfare has proscribed the use of propyl and iso-propyl alcohols for pharmaceutical purposes, and the restriction also applies to their use in the manufacture of cosmetics because he declares many cosmetics have a more or less medicinal use.

GUATEMALA

TARIFF CHANGES ON SOAP AND SOAP MATERIALS:—By legislative decrees Nos. 1450 and 1451 of May 6, 1926, published May 10, the Guatemalan Legislature approved, in part, the executive decrees of August 3 and September 16, 1925, by which import duties on soap-making materials were lowered and those on soaps were increased.

The decreases on soap-making materials were approved and continue in effect. The increases on soaps, however, with the exception of the increase from 1 to 2 pesos per kilo on medicinal soaps of secret composition or prepared by special formula, were not approved, with the result that the lower rates in force prior to October 15, 1925 (the effective date of the executive decrees) are again effective.

ITALY

OFFICIAL VALUATION OF ESSENTIAL OILS, ETC.—Under the provisions of the Italian Customs Tariff, the essential oils, synthetic perfumes, are dutiable at the rate of 15 per cent of their official valuations, these valuations being fixed periodically, in gold lire, by the Minister of Finance. Revised

valuations have been prescribed by a Decree of May 20, published in the *Gazzetta Ufficiale* for June 16.

The new valuations are in the majority of cases lower than those previously in force, the reductions being considerable in some instances, such as essential oil of geranium (from 92 to 35 lire per kilog.), synthetic essence of mimosa (from 120 to 30 lire per kilog.), synthetic essence of mignonette (from 160 to 50 lire per kilog.), and carvol (from 120 to 35 lire per kilog.). There are, however, also a number of cases in which appreciable increases have been made in the valuations, the heaviest increases being in respect of essential oil of cardamom (from 175 to 300 lire per kilog.), essential oil of roses (from 2600 to 4000 lire per kilog.).

MEXICO

OPERATION OF NEW TOILET PREPARATION REGULATIONS.—The provision of the Mexican Sanitary Code, requiring manufacturers of toilet preparations to point their formulas on containers has not yet been worked out to the satisfaction of manufacturers of such preparations. The Mexican branch of a large American company, acting on the advice of their attorneys, have stopped selling for the present, according to a report from Acting Commercial Attaché George Wythe, Mexico City. It is reported that other firms are selling without marking the formula, as required by law, and, therefore, are taking a chance on being fined, although it is reported that one of the officials of the Mexican Board of Health verbally gave assurance to the local druggist association that no fines would be levied pending further study of the question.

UNITED STATES-TURKEY

MOST-FAVORED-NATION AGREEMENT EXTENDED.—The *modus vivendi* between Turkey and the United States, assuring most-favored-nation treatment on the part of each for the other's products, which was agreed to on February 18, 1926, for a period of six months, has been extended, by an exchange of notes, for a further period of six months, or until February 18, 1927.



THE SPLITTING OF FATS, ACCORDING TO THE ENZYME METHOD

Although the methods of splitting fats depending upon the use of hydrolytic enzymes have found no general application in Italy, it is nevertheless a matter of some interest that one firm, the Sirio-Soap Works, is using such a method with success. Mixtures of fats which for the most part melt above 40°C . are hydrolyzed; the mixtures of fatty acids obtained are of clear color and yield very good results in the manufacture of soap. At the end of the splitting process the product is obtained in three layers, the upper one of which consists of the free fatty acids, while the middle one represents an intimate emulsion of glycerine, water and free fatty acids, and the bottom layer consists of glycerine water. The middle layer represents 15-20% of the mass of the split fat, and can not very well be separated into its constituent parts, neither by chemical nor mechanical methods. It is, however, utilized directly for the manufacture of soap, in which process a small part of the glycerine content is lost. An obstacle to the further application of this method lies in the high price of castor oil seed, from which the fat-splitting enzymes are obtained. Recently, however, the obstacles to the securing of castor oil have been obviated with good results.—(*Chem. Tr. J. and Chem.* 77, S. 362.)

EXAMINATION OF LIQUID SOAPS

The usual method of estimating water in liquid soaps by drying, after the addition of alcohol, has been found by Hoyt and Verwiebe to be unreliable owing to the length of time required for complete drying, whereby part of the glycerol is also driven off. The use of the Zeiss refractometer is now suggested as a quick and reliable method provided no alcohol is present in the soap. A number of determinations of water by drying were made, together with the refractive index at 20°C . The results when plotted gave a straight line of the equation $y=ax+k$, where y =the refractive index at 20°C , x =the per cent solids, $k=1.33299$ (this is the refractive index of water at 20°C , on a Zeiss instrument, and $a=1.426 \times 10^{-3}$). Free alkali and unsaponified oil affect the accuracy of the method, 0.27 per cent alkali increasing the solid content from 20.11 per cent to 20.62 per cent. The method is put forward as a quick routine test in process control.—*Ind. Eng. Chem.*

Medicinal Soap

A method for preparing medicinal soap has for its purpose the hardening of the soap by addition of formaldehyde, paraformaldehyde or trioxymethylene, in so far as the last named substances, in soap prepared from fats and albuminous substances, during saponification with excess of alkali, avoid the partial decomposition of the proteins, and form hexamethylenetetramine. The alkali employed is neutralized by freshly precipitated $\text{Al}(\text{OH})_3$, $\text{Zn}(\text{OH})_2$, or with organic acids, e. g. formic acid and benzoic acid.—*Reichstoffind.* (1926), No. 7, 8, p. 46.

FATTY ACIDS OF PALM KERNEL OIL OR COCOANUT OIL*

In looking through the market reports which are sent by the dealers in fats to the soap factories, one frequently finds offers of "fatty acid of palm kernel oil" or "fatty acids of cocoanut oil," which are often priced at below the prices for natural palm kernel oil and cocoanut oil. Since in the offer a more specific designation is usually absent, many interested parties assume that the fatty acids referred to are those which are produced by splitting from the regular oils, but this is not the fact. The case is different when the designation of "clear color," or a similar expression is added. Then all misunderstanding is excluded, and everybody knows that a "fatty acid made from the refuse of palm kernel oil" or "fatty acids made from the refuse of cocoanut oil," is referred to, which are products of the edible oil industry.

More rarely on the other hand the designations "refuse of cocoanut oil" and "refuse of palm kernel oil" are found in the market reports, but at any rate they occur occasionally.

By these designations may be understood both the unmodified refuse of margarine industry, i. e. the residue left from the refining of cocoanut oil or palm kernel oil by means of sodium lye or lime, which besides oil contains fatty acid in the form of sodium or lime soap and water as well as the refuse product obtained by treatment of this residue with sulfuric acid or hydrochloric acid, which is mostly free from soap, but may often contain much dirt and water besides fatty acid and neutral fat. More rarely it happens that a product offered as "fatty acid of palm kernel oil" or "fatty acid of cocoanut oil" contains considerable quantities of sodium soap or lime soap.

On the other hand I was able to show in individual cases that fatty acids of fluid oils, e. g. fatty acid of sesame or of peanut oil, or even the residues left after refining edible oils had been added. Such mixtures ought to be sold only under the designation fatty acids of mixed oils since they are of less value to the soap maker and may lead to failures and to soft soaps. Since the amount of fatty acid of sesame or of peanut oil is often only very slight it may be assumed that the admixture is not intentional and may be explained by the promiscuous use of the receptacle used for reduction, in which remnants of fatty acids of the preceding operation remained behind, and thus found their way into the next charge, if the workers involved are not constantly watched.

It is really unfortunate that the soap containing residues from the refining process, whether they are derived from the clarification of palm-kernel oil, of cocoanut, sesame, peanut or cottonseed oils are before their elaboration into soaps first treated with acids, so that the alkali is lost, but

* *Zeitschr. d. Deutsch. Oel- u. Fett Ind.* Vol. 45, (1925) No. 47.

this for various reasons is unavoidable. In cases of residues which result from the refining with lime, treatment with sulfuric acid or better with hydrochloric acid is absolutely necessary in order to separate from the soap stock the troublesome lime, since the elaboration of the lime soap would cause difficulties for the soap maker, and a mixture after the saponification method of Krebitz is possible only in rare cases, but even in case of residues from the sodium method a further treatment is unavoidable, and this for the following reasons:

In the first instance the soap stock does not represent a unified product, since it shows a changeable composition varying with the quality of the oil to be refined and the method of work during the process of neutralization, and the amount of soap, of neutral oil, of water and non-fatty substances, so that each individual lot would have to be treated by a different method, a circumstance which would make difficult the sale, and would lead to friction between sellers and consumers. Then also such soap stock does not keep well, and must be sold and used as fresh as possible, for its composition, even when the stock is quite free from water, leads to rapid decomposition, which is shown by the darkening and deterioration of the odor, so that its value diminishes with long storage. In the residue are also contained all the impurities from the refining process, especially albuminous and slimy substances, which may for the most part be separated out during the treatment with acids, so that the product offered for sale is more pure in composition. Lastly, freight charges also play a part, especially if the soap stock contains a larger amount of water and dirt, and for this reason the sale as fatty acid is more advantageous both to the seller and to the user.

In the purchase of "fatty acid of palm kernel oil" and of "fatty acid of coconut oil," which are derivatives from the edible oil industry, it is essential for the purchaser to know how much of neutral fat the fatty acid contains, and whether an analytical treatment before its use is necessary. If the amount of neutral fat is about 50 per cent or not much below, the soap manufacturer, in case he has the necessary equipment, may derive a good profit by extracting 4-5 per cent of glycerine. However according to our experience the fatty acids derived from the refuse of coconut oil and of palm kernel oil which are rather rich in neutral fats show for the most part a higher percentage of dirt and albumin, and consequently a darker color and more objectionable odor. Since they come from rather poorly managed refining factories, whereas the edible oil factories which work according to modern methods of neutralization furnish to commerce fatty acids which are mostly more clear and more pure with a rather low neutral fat content, which usually amounts to 20-25 per cent, the treatment of which is profitable only under very favorable conditions if the fatty acids contain much dirt and albuminous material, they must be previously thoroughly freed from them before the splitting process, which is best accomplished by treatment with strong sulfuric acid, or in addition with alum or with alumina. Otherwise a very dark product of separation is obtained, also by these impurities the splitting effect is unfavorably influenced, and the glycerine obtained leaves much to be desired both as to quantity and quality. The usefulness of the fatty acids in the splitting process is increased by the fact that the fully split fatty acids may be almost completely worked up by means of carbonate saponification, which is a saving in the cost of saponification.

The more fully the methods of neutralization are elab-

orated in the edible oil industry, the more is the neutral fat content of the refuse fatty acids depressed, since it is natural and in the interests of oil refineries, to reduce the losses in oil. The rejected fatty acids, among which the fatty acid of palm kernel oil and of coconut oil are in greatest demand by the soap industry, may however in future remain always of less value in spite of the very best working methods as compared with the fatty acids obtained by splitting of the regular oils, unless the oils before neutralization are subjected to a suitable cleansing process beforehand, by which all dirt and albuminous substances are removed.

NEW PALM NUT CRACKING AND SEPARATING MACHINERY DEMONSTRATED

(Special Correspondence to This Journal)

LONDON, Sept. 10.—Great interest has recently been aroused by the new rapid machines for the cracking of oil palm nuts and the separation, by the dry process, of the kernels from the broken shells. A demonstration was recently given by the manufacturers and patentees of this equipment before representatives of the leading British, French and Belgian interests in the West African produce trade.

The nuts for the demonstration were provided by various West African merchants, the supplies being drawn from different territories. As the nuts differ very markedly according to their source of origin, the adaptability of the machine in taking a mixed lot was fully proved.

Among the power-driven devices the "Z" type cracking machine has the phenomenal capacity of three tons per hour, cracking 94 to 95 per cent of sound nuts and only 2 per cent of the kernels being slightly fractured. This machine is so devised that the feeding of the nuts can be regulated from one to three tons per hour. When this and the maximum capacity had been successfully demonstrated, the machine was adjusted in three seconds to crack approximately 2,800 lbs. per hour, working in conjunction with the rapid separator.

The power separator employed deals with approximately 2,016 lbs., of cracked nuts per hour. The cracked nuts and kernels pass from the cracker into an elevator and are discharged into a large hopper on the separator, then passing over or through four sets of screens. The first screen recovers the large shells, and the nuts which have escaped cracking, the latter being set apart for re-treatment. The second takes off dirt, waste materials and small shells, and the third separates shells larger than kernels. The fourth screen is at the bottom of the machine and carries the kernels. As the kernels are discharged they pass through a strong blast of air which removes most of the shells. By a conveyor belt arrangement any small bits of shell that remain can be picked off by hand, and perfectly clean kernels result. The machine is fitted with a powerful motor blower and variable air regulator and the blast of air can be closely regulated.

In the demonstration the proportion of slightly chipped kernels appeared negligible—probably less than 2 per cent—and the nuts not cracked proved to be not more than 5 per cent. As these are recovered by the separator for re-treatment, there is no loss.

A further test was made on the hand-power cracking and separating machines, the cracking results being at the rate of 840 lbs. per hour, with only 4 per cent uncracked nuts. The nuts are cracked by being thrown centrifugally and with great force from a central disc against beaters attached to an outer disc, the discs each revolving at 1,000 r. p. m. in opposite directions. After the cracking of the nuts, the material is then passed into the hoppers of the separating machines, which separate at the same speed as nuts are cracked. The 4 to 5 percent of uncracked nuts pass off to the top end of the machine for re-treatment and clean kernels come out underneath the end of the machine. Similar cracking and separating machines are now being made for peach, apricot, and olive stones.

METHOD OF BOILING, DRYING, PERFUMING AND DURABILITY OF TOILET SOAPS

By G. ACHLEITNER

(Written Specially for This Journal)

In earlier technical journals of the soap industry, discussions have been frequently carried on regarding the cause of rancidity in toilet soaps. In this connection I present my view on the ground of my practical experiences upon which these explanations rest.

Concerning the boiling of base soaps for milled toilet soaps much has already been written in technical periodicals, so that I need to deal only briefly with this matter. Suppose now that the methods are those used in America, Germany, or in some other exporting country, so far as the method of boiling is concerned, I am convinced that, if the saponification and finishing process of the base soaps is carried out in a technically business-like way, perfect and durable soaps are obtained without previous additional manipulation. It is clear that various methods produce the same result. The experienced and trained soap technician knows how to select for the manufacturer the right raw materials and to fit them to the given conditions, and to absolutely exclude all oils and fats which contain linolenic acid, since these combinations produce in the finished neutral soap a gradual disintegration of the sodium salts of the fatty acids—that is to say, a decomposition results.

Let us suppose that the working method up to the point of drawing off the finished soap from the kettle has passed off without a hitch or fault, and has resulted in a durable and smooth base soap, it is still possible subsequently that mechanical, chemical or physical processes during the further elaboration, may have an unfavorable influence upon the formation of the neutral soap.

In the first place a word may be said concerning the drying of base soaps. Since the drying process in large plants does not come into question, and since the slow warming at normal temperature does not have a disturbing influence on the durability of the base soap, only the two following methods for drying are here considered:

1. The ribbon-drying process, in which the hot soap is first solidified by the use of cooling cylinders, and is then dried on moving aprons in the form of ribbons.

2. By suddenly drying, using hot cylinders under pressure of $1\frac{1}{2}$ atm., followed by gentle cooling.

In the first process I consider that the rapid hardening and the drying under normal temperature lasting 25-30 minutes and the removal of the moist air, is without danger lest thereby an appreciable influence might be exerted upon the intimate structure of the soap.

The second process, of rapidly and intensively drying the soap by the use of hot cylinders, by which a rapid evaporation of the loosely bound moisture in the soap is effected, is more likely to give cause for fear, is the view of the soap expert, since the structure of the sodium fatty acid salts thereby suffers a strong modification or disturbance.

The sensitiveness of the soap base in this treatment is liable to be the greater, the more neutral the soap has been left, i.e. the smaller the amount of free alkali in the soap. A soap finished and dried on hot cylinders is thus more liable to become rancid as soon as the above conditions arise.

To certain kinds of soap an excess of fat or of neutralization material is added in the mixing machine in a quantity which in the end no longer corresponds to the free alkali in the "dried soap." In large plants the content of free alkali in the soap is always previously established, and the addition is computed accordingly. If in addition many artificial odors for perfuming the toilet soap are brought into use, and if the fixing agents in the essential oils do not harmonize with the former, the danger of rancidity of the previously unobjectionable base soap must be increased.

If, in this connection, it is desired to make an exact experiment to see whether the soap by itself without perfuming and drying on hot rollers is stable, it is only necessary to let a small portion of a batch harden in a mold, then slice and dry a portion of this on trays, and finish and press it on the machine without perfume; the other half of the bars is then passed through the hot water drying apparatus and is likewise finished without perfume.

While the principal quantity is further worked up out of the kettle in the usual way on the ribbon drier or hot cylinder apparatus, and the soap is prepared with all its additions to the point of pressing, the test samples are stored in a separate room and are exposed to light according to need, for a greater or less time, and are tested for appearance, odor and color. It is true this method of elaboration and observation may appear time-consuming, but it then becomes possible to be able to form a definite judgment as to which sample of soap will suffer a change in a certain time, so that the trouble is amply justified.

Every firm of manufacturers of perfumes and essential oils constantly offers new artificial odors, which increases the danger of making a mistake in the choice of odors. These artificial odors, which in part consist of aldehydes, acetates and esters and are often impure, enter into combinations with the neutral sodium fatty acid salts, which produces or results in the breaking down of the combined alkali in soaps, and this manifests itself in the formation of blotches and in rancidity.

Concerning terpenes Ernst Schiffman, chemical perfumer, in *Seifensieder-Zeitung*, Augsburg, No. 14 and 15 of the present year writes as follows:

"Thirdly the terpenes, which are found in all essential oils, by the ease with which they combine with resin, by their power to absorb oxygen and form ozone, are good carriers of oxygen, so that even a completely saponified base soap forms oxy-fatty acids, which then results in bad odors and spots."

Recently perfume factories have offered to the market "fixateurs" which are more effective in holding fast perfumes in soaps.

Simple as the perfuming of toilet soaps may appear, still it is necessary to have experience in the matter so as to hit the right method, in order that the neutral soap may not thereby suffer decomposition.

From these explanations it appears that various causes have an unfavorable influence upon neutral soap exposed to changes in light, air and high temperature.

THE USE OF WATERGLASS IN SOAP*

The question of the introduction of waterglass into soap has given rise to numerous discussions from various viewpoints. It may be questioned whether a mixture of soap and waterglass is permissible to be sold under the designation of "soap," and on the other hand whether waterglass represents a satisfactory filler or a useful ingredient.

The question is complicated by the fact that no standard method exists for the evaluation of the practical washing power of a soap or some other cleansing substance. When we discuss the advantages or defects of a soap, we need in the first place to establish a basis for the problem, for what fits certain conditions does not fit others.

The impurities or foreign substances which are to be removed by the washing process are of very different kinds. The various agencies which are used for this removal act differently according to the nature of the dirt, according to the temperature, the concentration, the mechanical work, the composition of the wash water, etc.

It is clear that a substance or composition can not be found with which may be obtained a result that may be designated as the best for all objects to be washed. James G. Vail published concerning this question interesting considerations in *Chem. and Met. Eng.*:

The delicate structure of the fine silk fabrics requires caution in handling and not too energetic action of the washing agents, which would be too little effective for cleaning clothes by the mechanical process, also too expensive. Certain very fine toilet soaps cannot be used with sea water.

The waterglass-containing soaps are used for coarse laundry work. Waterglass is not soap, it is cheaper than soap.

From time to time one meets with the claim that waterglass has no cleansing power. The incorrectness of such a claim may be easily proved if one washes very dirty hands or dirty linen in a 1 per cent solution of waterglass. Experiments in the industry which were made with only waterglass as cleansing agent have shown that a considerable quantity of foreign substances may be removed in an economical manner without the addition of soap.

Soap makers have for a long time had a prejudice against the use of waterglass in soap because of the structure and the appearance of the material received.

In parts of the country with hard water, soaps containing much waterglass are preferred. If waterglass is used correctly in soap, its appearance is improved. The soap then presents a firm, uniform appearance, its solubility is not lessened and it does not need to be melted over and dried. The objection which is liable to appear in case of soaps which contain soda is not to be feared in case of waterglass. A bar of soap which under normal conditions would be liable to warp during drying retains its form in presence of waterglass. Small quantities of waterglass prevent decomposition in soaps, which incline to rancidity as they grow old; the value of much money is gained from the use of waterglass solely and alone on this ground.

Soft water is the ideal material for all washing operations. Richardson has studied the action of soaps which contain waterglass in the presence of hard water. According to him waterglass, in case of waters which contain much magnesia and in warm water effects a pronounced saving of soap, which becomes greater as the amount of waterglass in the soap increases, and which is greater than the reactions would lead one to presuppose if it is assumed in this connection that the calcium replaces the sodium in the waterglass or in the soap. The loss of value which occurs when the soap is destroyed by the calcium or magnesium salts in the water, is measured not alone by the loss of the soap which is affected by the reaction. The insoluble soap which is formed rather forms a new foreign body which is especially difficult to remove. On the other hand the products of the action of the waterglass on hard water are less easily precipitated in consequence of their tendency to remain diffused in the wash water, and, when they have become precipitated, they absorb the water and are easily rinsed off.

In certain quarters it has been asserted that in case of the laundry articles washed with cleansing agents containing

waterglass an increase of the ash content takes place. However, experiments have shown that under ordinary conditions of work fifty washings are required to produce an ash content which is equivalent to 2 per cent of the weight of the fiber, and that this precipitate of silicic acid, which contains much water, when it separates from the solution, forms after drying an intangibly fine powder. This is without influence upon the firmness of the fiber; however the improved capacity to take colors in dyeing of fabrics washed with cleansing agents which contain waterglass may be credited with it.

The investigations of Stericker and Richardson have shown that the presence of waterglass increases the capacity for emulsification of the soap solution. The findings of Stericker also show that those kinds of waterglass which are very rich in silicic acid far surpass those which are more rich in alkali in power of emulsification. A waterglass of the composition $\text{Na}_2\text{O}, 4\text{SiO}_2$ showed itself superior to an equal quantity of soda. The presence of waterglass increases the quantity and constancy of the foam, which is formed by the soap; it is more effective than that of soda, unless one is working with concentrations which are stronger than those used ordinarily for laundry purposes.

From the preceding considerations it appears that waterglass belongs to a class of bodies which are entirely different from the inert substances which are sometimes added to the soap. Whoever considers waterglass to be an inert filler proves thereby complete ignorance of its properties. Circular 62 of the U. S. Bureau of Standards (3rd edition, dated Jan. 24, 1923) deals with the value of fillers like waterglass "used to harden the soaps and to increase their laundry value when hard water is used," and furnished a recipe which sanctions the presence of waterglass in the amount of 20 per cent computed for the dry material. There are few domestic soaps in commerce which contain such a high percentage. A series of analyses yielded an average of 12 per cent.

Industrial users of laundry substances, e. g. wet wash establishments, may purchase the soap and the other ingredients separately in order to mix the washing fluids in the proportions recognized in experience by them as the most advantageous. This method of working, however, is not practical for household work, the cleaning of floors, etc. For these latter a piece of soap ready for use is preferable, and experience has shown that soaps containing waterglass are effective and at the same time economical. Demand for them has increased.

The question of applying the term soap to a mixture of soap with other cleansing agents can be decided only when definite lines of action are laid down which have their foundation in a perfect knowledge of the operation and of the products used.—*Matières Grasses*.

IODINE NUMBER OF DRYING OILS

Ann. fals. et fr., t. XVIII, p. 198, 335-341, juin 1925. B. GILLOT. The author in the course of his researches on the drying oils of the indigenous Euphorbiaceae has compared the method of Hubl and its modification by Wijs, and has arrived at the following conclusion: the method of Wijs constitutes the preferable technique to apply to drying oils. It makes possible the obtaining in a short time the maximum of the absorption of iodine, by utilizing only 2cc to 2.5cc. of reagent per cc of oil and to employ actual, tared solutions. The author insists on its importance where there is but one method to determine an analytical constant and that one method which is the better is that of Wijs.—*Rev. Gen. d. Coll.*, Vol. 4, No. 28 (1926).

Separating Saponifiable and Unsaponifiable Fats

According to Stiepel, the mixture is first saponified with a metallic base other than zinc oxide and all water driven off. The anhydrous mass is distilled at 300 deg. C. or over with inert gas to separate the mineral oil. The glycerol also comes over. The soap is then decomposed to give fatty acids of 96-97 per cent purity, which are distilled. Unsaturated acids from linseed oil, etc., will form ether acids, and yield acids having sap. value 193-206; acid value, 197-203; iodine value, 83-89.—*Chem. Abstracts*.

* Through *Seifens-Ztg.* Vol. 53, No. 26, which says: "We are giving space to this article without agreeing with details."—Ed.

GLYCERINE POSITION AGAIN INTERESTING

**Start of Downward Movement in the Product Causes Some Concern;
Depression Does Not Seem Likely to Lead to Crash in the Market**

The situation in glycerine is again a topic of more than usual interest to the soap manufacturers. Since the reviews of the situation which appeared in this section of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW late in 1925 and early in the present year, the predictions or forecasts made in those articles have been considerably more than realized in the market. Long before the advance in prices which carried the market into very high ground, took place, it was indicated that conditions in the market pointed to exactly such an advance.

However, the event went far beyond even the then optimistic comments on the future of the market. Prices rose nearly 25 per cent above the levels to which even the most sanguine observers had pointed as the limit. The scarcity of supplies which was indicated by conditions at that time was more acute than had seemed possible. In addition, the most optimistic opinions in regard to the demand for glycerine were exceeded by the actual inquiry which came in, not only from the consumers in this country but also from foreign buyers.

Hence it is that the year has found glycerine prices at the highest levels which they have reached since the war and nearly double what were considered normal levels before the war.

Is Expansion Permanent?

The question in the minds of the soap manufacturers and of others interested in the glycerine market at present is whether this expansion in business is likely to be permanent or whether a decline in volume of business and an increase in volume of production are not likely to take place simultaneously, with a consequent decline in the market which will be difficult if not impossible to check. It is pointed out by many interests that glycerine has always been a rapidly fluctuating and excitable article which is subject to outside influences to a greater extent than are many raw products. Some fear that the market is about to run into a period of declining prices and lack of demand which may force it back to unprofitable levels.

Undoubtedly, the present position of the market is one rather dangerous to the speculator in the article. It is improbable that glycerine held at the recent high prices will be sold at a profit. It is hardly probable that glycerine bought at the levels of a few weeks ago will be turned over on an even basis for some time to come. At the same time, neither the producers of glycerine nor the holders of stocks for their own consumption need be too pessimistic in regard to developments in the market.

Reasons for Weakness

Probably the chief reason for the check which was administered to rising prices in July was the gradual increase in the employment of substitutes for an article which was undoubtedly somewhat inflated in price. For some processes no adequate substitute for glycerine is available. In many others such substitutes are available. The rise in prices brought some of these to the fore. As prices advanced further, the use of the substitutes naturally increased until the market reached a point where not all of the production of glycerine was being utilized and where substitutes had cut into the natural market for the product materially.

In addition to the employment of substitutes, an added factor in bringing about a decline in prices was the increase in production and imports. Crude glycerine was sought in all quarters of the world and supplies, no matter how small, were eagerly picked up for shipment into this market. This flow of imports, generally in small parcels, started early in the summer and by late July had reached to quite considerable totals each month. The refiners, at about the same time, found demand easing off in some more or less unaccountable fashion and gradually supplies began to increase. This process is still under way. Stocks now are at a higher point than they were at mid-summer. They are not yet top-heavy or burdensome to the holders. That much is evidenced by the fact there is not much pressure to sell. The question is how soon they will become burdensome and what is likely to prevent top-heaviness and a consequent crash in values.

Production of crude and also refined glycerine is likely to increase to some extent during the next few months. The soap industry, from which the largest part of the production comes, will work more actively during the next few months than it has worked during the summer. Imports too are likely to be fully up to those of the last few months, and it is well known that considerable merchandise has been purchased for fall delivery in some directions and this material will come into the market in the not far distant future.

Improved Inquiry Likely

To offset this, the inquiry for glycerine must undoubtedly improve to some extent if a crash is to be prevented. The pessimistic interests, who have been looking for a real break in the market and demoralization, have undoubtedly considered both increased production and increased imports but it is doubtful if they have looked upon the inquiry for goods which is likely to arise in the near future.

The largest class of consumers is that which comprises the manufacturers of explosives. What is the outlook for buying of these interests during the next few months? They are known to have been buyers during the rise in price but it is probable that most of their purchasing was finished in the spring or early summer. They have not been much in the market since June. It is likely that they will be purchasers during the fall although the spring is usually their most active season. Their stocks of finished products are not heavy if reports current in the market are to be believed. In addition, they have been inquiring for supplies of other materials, which they use, recently and it is at least possible that they will inquire for glycerine too before very long.

The tobacco trade is a steady buyer of chemically pure material. While this grade does not bulk large in the aggregate of glycerine sales, its activity is more or less an index to general activity in the line. It is probable that this industry will be in the market during the next few weeks in preparation for the unusual demands made upon it for supplies just preceding the holiday season. The drug trade may be largely disregarded as a purchaser since its requirements are steady and vary little from year to year.

The anti-freeze business which reached considerable pro-

portions during the fall of 1925 is likely to be at least as heavy this season. This is virtually a new use for the material and must be considered as accounting for a quantity over and above the normal demand for the product in former years. Preparations are being made by some of the refiners to push glycerine as an anti-freeze ingredient this year to a greater extent than ever before. Literature and advertising have been prepared with a view to convincing the consumers of not only the superiority of the product but also of its eventual economy as compared with alcohol and other materials used for the same purpose. Already, some refiners report excellent results of this campaign and it is not being too optimistic to believe that sales will be at least equal to those of 1925 for this use regardless of the fact that prices are slightly higher now than they were at that time.

It is hardly likely that the demand, however, will entirely offset the increase in production, unless those who have turned to other materials are brought back to the use of glycerine and away from the employment of substitutes for it. In turn, it is extremely unlikely that they can be brought back in great numbers unless the price of glycerine recedes or the cost of the substitutes advances. While it is probable that markets for the various substitutes may firm up a little owing to the increased demand coming from normal users of glycerine, it is unlikely that the result will be sufficient to materially affect the market.

Some Recession Likely

This argument can, then, only lead to some recession in the price of glycerine. Experts in the business admit that some such recession is very likely to take place during the next few weeks. The question is to just what lengths this recession will carry the item. Basing quotations on the chemically pure grade, it may be said that prices at the recent peak reached approximately 32 cents per pound. Some refiners were higher than this at the top but this was the average peak price. The market has since declined to around 29 cents per pound without stirring up anything unusual in the way of inquiry.

However, it is extremely unlikely that prices will drop back to anything like the levels at which they rested immediately after the war and during the period during which the surplus war stocks of every country were being worked off. Conditions of the sort cannot be repeated in the market at present. In the first place, no such supplies as the war stocks now exist. Quite the reverse is the case. Stocks are lower than they have been in a long time. In addition, the stocks now available, even if they were large, could hardly exert the pressure of the wartime stocks. The present stocks were acquired for merchandising purposes in more or less normal times. Liquidation of them does not partake of the character of the liquidation of wartime supplies, accumulated, as they were, for quite a different purpose.

It is noteworthy, too, that the employment of substitutes did not begin to make itself felt until the market had moved to about 25 cents per pound on the basis again of chemically pure glycerine. Up to that level, glycerine was in steady and heavy demand. Of course, the effort to be made in changing from one product to another doubtless kept consumers at glycerine even above the point where strict economy would have dictated the employment of a substitute. It is probable that the same considerations will govern in bringing about a return to the use of glycerine. Hence, if 25 cents is the margin of economy in any particular case, the market will have to drop a few cents below that to bring about the change.

It is dangerous as well as difficult to make predictions regarding the course of any market and doubly so in the case of so erratic and rapidly fluctuating a material as glycerine. A famous American humorist once advised, "Never predict unless you know." But both producers and consumers, however nervous they may be over the position of the market, agree that prices can hardly drop to the levels of two years ago. Conditions do not indicate a crash in the market. They do indicate a gradual recession in prices to levels more in line with the capacity of the consumers to buy and the cost of substitutes. In a former article, the prediction was ventured that such a level, considering pre-war prices and the ratio of commodity prices in general to the pre-war levels, would be in the vicinity of 24 cents per pound on the basis of chemically pure glycerine. The present market may be carried down past that point but it is unlikely to fall far below the 24 cent level.

INTENSITY OF SOAP PERFUMES*

Among one of the many problems there ever belongs the question how strongly perfumed soaps may be prepared inexpensively. In case of the cheap kinds, the strength of a perfume is produced for the most part by making use of an extensive artificial odorous substance, e. g. the esters of salicylic acid, benzyl-acetate and other esters in proper proportions. As a basis for combining strongly scented substances with each other, there serve for the most part perfumes which possess fixative properties, and the odor of which does not indeed need to be strong, but which will penetrate the entire mixture in time. Typical representatives of this group are terpineol, phenylethyl alcohol and, to mention also a natural product, Peru balsam. At the present time it is also possible to use musk xylol in large quantities for cheap perfumes, since its price has enormously decreased.

In case of fine perfumes essential oils and other natural products often figure as component parts in the mixtures. It is especially difficult if a flower odor of a delicate kind, is to be brought out in the soap. Perfumes of jasmine and of elder flower may indeed be easily produced at a definite strength because they are in themselves somewhat pronounced odors. On the other hand a delicate odor of lily-of-the-valley, which is pronounced in the soap is found very rarely. The most important perfume carrier for lily-of-the-valley, hydroxycitronellal, is, as is well known, not soap-fast. By the use of this substance in the soap in large quantities the perfume strongly fades out after some time. In this case as well as also in case of rose and similar fine perfumes, it is necessary for the most part to employ a trick of producing a somewhat perfumed flower fragrance in place of the purely natural odor, which of course must be chosen in such a way that the flower is still distinctly recognizable, and the total impression of the perfume acts flower-like, fresh and agreeable.

In cases of loud, fancy perfumes one is not dependent upon any particular fragrance. Here is to be named oil of sandalwood. This at first seems to weaken rather than strengthen the perfume. However, in a perfumed soap it comes out so strongly after 1-2 weeks that the percentage of the sandalwood oil in the mixture would be considered much greater than it is. We are therefore dealing here without doubt with an intensively fragrant body. Similar effects are produced by oil of patchouli, while oil of yvet, especially the beginning, comes out strongly by its hay-like odor of terpenes. Finally the intensity of the perfume is also dependent upon the degree of moisture in the soap body. In addition a high boiling point solvent may suitably be added to every soap mixture for the perfume, in order that it may always emanate from the soap in a pronounced manner.

* From *Deut. Parfum.-Ztg.*, Vol. 12, No. 5, 1926, p. 114.

THE OIL INDUSTRY IN FRANCE*

France has always taken a prominent position in the world market with her oil industry. Her age, her constantly increasing development and above all the abundance of raw materials at her disposal in the French colonies guarantee her business successes. In spite of the considerable development of the foreign oil industry, especially in England and Germany, it is especially to these two countries that France exports very much oil. In the year 1913 French oil production reached 1,100,000 tons. The principal purchasers were England, Belgium, United States, Italy, Austria-Hungary and Scandinavia. Even in the most distant markets and in countries with their own oil export French oils found a sale. The center of the oil industry of France without doubt is Marseilles. It has at present 48 oil factories, which consume 512,000 tons of oil producing crops. In consequence of its geographical position Marseilles is especially favored for unloading the raw materials from Tunis, Indo-China, Egypt and Senegal, which include peanuts, palm kernels, cocoanuts, sesame and castor oil seeds, for producing food oils, oilcakes and soaps. Next to Marseilles the oil industry in northern France comes into consideration, which receives its raw material through the harbor of Dunkirk. Here are manufactured especially oils of linseed and rapeseed in a large number of factories of medium size.

In Bordeaux and Nantes also there are oil factories; by way of each of these two harbors on the average 100,000 tons of oil-producing crops a year enter the country. Finally Havre, Dieppe, Fécamp, La Rochelle may be named as centers of oil industry.

That sufficient oil crops from the colonies are at all times imported to all the French oil factories is provided for by government regulations, which restrict the sale of oil crops abroad. If this were not done the oil industry would be placed in the position of having to purchase at high prices raw materials partly from abroad. Favoring the industry serves among other things to promote the use of oil cakes as cattle feed, which, while formerly little known in France, has recently experienced an enormous increase. Such large quantities of oil cake are produced that export is possible. Of oil crops the French factories are able at present to work up 1,200,000 tons; since the domestic need takes up the oil to be gained from 600,000 tons, there remains a considerable balance for export. The export of finished oils has been reduced since the end of the war. Countries which before had been large purchasers of French oils, England and Scandinavia, have developed their own oil industry; besides the Dutch Indies, where many oil crops are harvested, has developed an oil industry of its own, so that the French exportation of oils overseas has diminished.

In conclusion something may be said about French olive oil, a source of wealth for Southern France. The French trade and industry of olive oil have been so strongly developed that they have drawn to them the olive crops in Algiers, Morocco and Tunis. The good reputation of French olive oils is known the world over; with the French fish canning it has penetrated everywhere and the oil is used in all parts of the world. The canning factories of Norway, Portugal and Spain use large quantities. The exports by way of Marseilles, Nice and Bordeaux amount to 59,000 centiweight; France itself consumes about 20,000,000 Kg annually.

In the districts of southern France there is not a city, not a village without its oil mill, either modern, or ancient and primitive. The oil trade includes eight syndicates, which are organized in a union of syndicates with the center at Marseilles.

* From *Seife*, Vol. 49, No. 7, p. 85, 1926.

Features to Be Found on Other Pages

Readers of the SOAP SECTION usually will find items of interest in our Trade Notes, as well as in Patents and Trade-Marks and Washington and Foreign Correspondence.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

capally by the general steadiness of the local situation, stocks being in hands which have prevented any serious shading. Rosin has been irregular with some grades fractionally higher and some fractionally lower. Export inquiry has been good. Soap manufacturers have been fair takers. Glycerine is a bit easier. Oils and fats show no material change.

TREND OF RAW MATERIAL CHANGES

There have been several factors which have brought about changes during recent years in the nature of the fats and oils used for soap-making, says the London *Perfumery & Essential Oil Record*. Among these may be mentioned (1) the increased demand, with improved methods of refinement, for both animal and vegetable fats as butter substitutes, and in the manufacture of chocolate and confectionery, (2) the discovery of economic methods of hydrogeneration, by which liquid oils, formerly only suitable for soap-making, are now converted into white solid fats, practically odorless and tasteless, and quite suitable for edible purposes, (3) the continual introduction to the market of new vegetable oils and fats from all parts of the world, and (4) the popular preference, which, fostered by advertisement, appears to be gaining ground in favor of soaps made entirely from vegetable products over those made from animal fats.

It is more than twenty years ago since the first "fruit and flowers" soap appeared on the market, but during the last few years the demand for such soaps has much increased. In view of the high quality of fats used for toilet soaps, and the drastic purification which the soap undergoes during manufacture, there may not be any chemical ground for such a prejudice, the soap consisting of the sodium salts of certain fatty acids, whether made from animal or vegetable fats, yet there is something to be said for a preference for toilet soaps made entirely from fats of vegetable origin. In addition it may be presumed that a conscientious vegetarian would, on principle, insist on the use of such a soap if obtainable, and there is also the very large Eastern market where it is contrary to religious belief to use soap into the composition of which any animal fat enters.

Method for Preparing Medicinal Soap

The method consists in producing with polysulfides saponification of fatty acids, oils or fats alone or in mixture with resins or resinous acids in presence or absence of other additions, such as perfumes, coloring matters or medicinally acting substances, whereby soaps are obtained which hold the sulphur in colloidal condition, and thus produce a medicinally more effective soap than the customary sulphur soaps. —*Reichstöffind.*, 1926, No. 7, 8, p. 46.

Preparing Skin-Bleaching Soap

This method consists in treating the soap, after salting out for the purpose of bleaching and purifying with a bleaching compound acting as a reducing agent, and after that with a compound acting as an oxidizing agent (also the reverse), as e. g. sodium hyposulfite and then with a percarbonate or persulfite. —*Reichstöffind.*, 1926, No. 7, 8, p. 46.

I. C. C. Suspends Soap Schedules

The Interstate Commerce Commission has suspended until Dec. 30 railroad schedules proposing to cancel commodity rates on soap, soap powder, washing compounds, and related articles between various points in the Middle West and to apply fifth class rates in lieu thereof. The schedules, if in effect, would result in increases ranging from 7 to 8 cents a hundred pounds.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

The undertone is fairly strong with latest sale reported for the New York Extra grade at 85¢ cents per pound ex plant, but it remains to be seen if some of the larger buyers will come into the market at this level.

The markets in the middle west and at western points are steady with available supplies not over burdensome.

Good quality House Grease is now quoted locally at 8 cents loose and the inferior grades at relative prices.

The recent purchases of tallow in this market which totalled several million pounds should have a tendency to sustain the undertone of the market for the next week or two.

THOMAS T. PERGAMENT.

VEGETABLE OILS

(Written Specially for This Journal)

Cocoanut oil, following a good buying demand is quite steady. Soap manufacturers are inquiring for large quantities for future deliveries. While the advance in price has to some extent scared off buyers for the time being, it is generally supposed that large soap manufacturers or refiners are covered only for their immediate requirements.

Cottonseed oil has experienced quite a decline recently and further reductions are looked for as additional new crop oil appears.

Palm kernel oil and palm oils are steady to firm in Europe but too high to trade here. Olive oil foots have lately been very active with spot and nearby deliveries scarce. Quite some trading has recently been done in forward deliveries, and the demand from textile mills continues heavy.

A. H. HORNER.

GLYCERINE

(Written Specially for This Journal)

The chemically pure glycerine market has been very quiet during the last month and business in this grade seems to have settled down to something less than normal, perhaps because much of the trade covered ahead, a short while ago. Refiners are very optimistic and state that as there are no large stocks here or in Europe, the expected demand will force up the price to much higher levels. On the other hand ethylene glycol and other substitutes are being used satisfactorily although glycerine will always be preferred. There is an accumulation of domestic crude glycerine, which is constantly being added to and which is being held by producers for higher prices. Advices from abroad report all inquiries are for the refined grades and that their crude market has been dead during the decline in price. During the period under review the Japanese Government inquired for 135 tons; this request appears from time to time but as Europe usually makes the successful bid, our market is not affected. Refiners are still quoting 31c per lb., in bulk, for spot and 30c for forward contracts. The future of the article presents a perplexing problem with so many contrary factors to be considered, but we consider glycerine to be worth the prices

at which it is now selling and look to see present levels maintained with but slight fluctuations.

S. L. PARSONS.

INDUSTRIAL CHEMICALS

Buyers have not displayed much eagerness to purchase. It is unlikely that they will be heavy buyers during the next few weeks. The contract season is approaching and until new contract prices are finally determined upon by manufacturers, the movement of alkalis and other industrial chemicals is likely to continue along quiet lines. Makers of heavy chemicals feel that the present demand is satisfactory. They state that the contract movement is good and that little of the 1926 quotas will remain to be taken at the first of the year. Deliveries during August fell off slightly but this was expected and caused little concern. Prices are being shaded but nothing unusual in this way in either foreign or domestic items has taken place.

Other Soap Materials

The market has been dull but quite steady. Buyers have not operated actively but prices have been sustained principally.

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 83¢c. Edible, New York, 10c. Yellow grease, New York, 77¢c. White grease, New York 8½¢c.

Rosin, New York, September 14, 1926.	
Common to good.....	14.25
D.....	14.50
E.....	15.70
F.....	15.75
G.....	15.85
H.....	15.85
Starch Pearl, per 100 lb.....	\$3.32 @
Starch, powdered, per 100 lbs.....	3.42 @
Stearic acid, single pressed, per lb.....	.12½ @
Stearic acid, double pressed, per lb.....	.13 @
Stearic acid, triple pressed, per lb.....	.15 @
Glycerine, C. P., per lb.....	.30 @
Dynamite.....	.27 @
Soap, lye, crude 80 per cent, loose per lb.....	.18 @
Saponification, per lb.....	.19¼ @

Oils

Cocoanut, edible, per lb.....	.11¾ @
Cocoanut, Ceylon, Dom. per lb.....	.108½ @
Palm, Lagos, per lb.....	.08¾ @
Palm, Niger, per lb.....	.08½ @
Palm, Kernel, per lb.....	.10½ @
Cotton, crude, per lb., f. o. b., Mill.....	Nom.
Cotton, refined, per lb., New York.....	.13¼ @
Soya Bean, per lb.....	.14 @
Corn, crude, per lb.....	.13 @
Castor, No. 1, per lb.....	.12 @
Castor, No. 3, per lb.....	.11 @
Peanut, crude, per lb.....	.13 @
Peanut, refined, per lb.....	.16 @
Olive, denatured, per gal.....	1.25 @
Olive Foots, prime green, per lb.....	.08½ @

Chemicals

Soda, Caustic, 76 per cent, 100 lbs.....	3.10 @ 3.20
Soda, Ash, 58 per cent, per 100 lbs.....	1.38 @ 1.45
Potash, Caustic, 88@92 per cent, per lb., N. Y.....	.07½ @ .07¼
Potash, Carbonate, 80@85 per cent, per lb., N. Y.....	.06 @ .06¼
Salt Common, fine, per ton.....	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton.....	10.50 @ 11.00
Sulphuric acid, 66 degrees, per ton.....	15.00 @ 16.00
Borax, crystals, per lb.....	.043¼ @ .05¼
Borax, granular, per lb.....	.043¼ @ .05¼
Zinc oxide, American, lead free, per lb.....	.07¼ @ .07½

